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Evaluation of the 2009 Illinois “Click It or Ticket” Campaign

April 20 – June 14, 2009

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Evaluation Unit

The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE and MAP projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during the May 2009 mobilization in Illinois. Safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

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Executive Summary

"Click It or Ticket" (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

The 2009 Memorial Day CIOT was conducted April 20 to June 14, 2009. Over 130 local law enforcement agencies and Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 25,152 enforcement hours and wrote 42,737 citations, 23,551 (55.1%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 64.1 minutes throughout the May campaign. Overall, one citation was written every 35.3 minutes of statewide and rural enforcement. In addition, forty-four agencies which had already had grants through DTS issued 25,678 occupant restraint citations as a part of the incentive program. There were also 77 earned enforcement agencies which issued 10,394 occupant restraint citations as a part of the incentive program.
2. One citation was written by the ISP every 29.5 minutes of enforcement, while the local agencies wrote one citation for every 37.3 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 7,378 (68.8%) were safety belt violations and child safety seat violations. For the local agencies, of the 32,018 citations issued during enforcement, 16,173 (50.5%) were safety belt and child safety seat violations.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 25,151 patrol hours and issued 42,569 citations during CIOT statewide and rural enforcements at a total cost of \$1,409,683. On average, citations were written every 35.4 minutes during enforcement at a cost of \$33.12 per citation, or \$56.05 per patrol hour.
4. Twenty-one (21) mini-grantees (those local agencies that were funded to conduct enforcement during the CIOT campaign) issued one citation every 39.8 minutes. The cost per citation for these agencies was \$28.73 and cost per patrol hour was \$43.27. Seventy-three regular grantees issued one citation every 41.3 minutes. The cost per citation for these agencies was \$36.78 and cost per patrol hour was \$53.39. Thirty-eight grantees with multiple grants issued one citation every 34.8 minutes of patrol. The cost per citation for these agencies was \$31.32 and the cost per patrol hour was \$54.08. The Illinois State Police issued one citation every 29.5 minutes. The cost per citation for the

ISP was \$33.52 and cost per patrol hour was \$68.20.

5. The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

MEDIA

6. During the May mobilization campaigns, Illinois spent a total of \$789,890 on paid media. A total of 24,903 television and 10,134 radio advertisements ran during the campaigns to promote CIOT. Alternative media included electronic boards and announcements placed along highways and at gas stations across the state.
7. On May 14, 2009, four media events were held in Chicago, Rock Island, Springfield and St. Louis to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with Iowa and Missouri to increase awareness of the CIOT message across the state lines.
8. Fifteen press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 90 stories related to CIOT ran across the state. Throughout the campaign, 14 radio news stories were aired; 73 print news stories ran; and 3 television news stories aired.

STATEWIDE OBSERVATIONAL SURVEY

9. The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2009 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey.
10. During the pre-mobilization survey, there were 40,787 front seat occupants observed at 50 locations. During the post mobilization survey, there were 126,680 front seat occupants observed at 258 locations statewide in this survey.
11. Of the total of 126,680 front seat occupants observed, almost 92 percent were observed wearing safety belts. The safety belt usage rate for passengers stayed the same at 90.5 percent from the pre-mobilization to the post mobilization. The safety belt usage rate for drivers increased from 89.7 percent during the pre-mobilization to 91.7 percent during the post mobilization.
12. Based on region, the safety belt usage rate increased by 4.5 percentage points for the downstate counties from 88.5 percent during the pre-mobilization survey to 94.4 percent during the post mobilization survey. The safety belt usage rate for the collar counties increased from 90.8 percent to 94.7 percent resulting in an increase in 2.3 percentage points. On the other hand, the safety belt usage rate for the city of Chicago resulted in a 0.3 percentage point decrease from 86.5 percent to 86.8 percent. Cook County,

excluding the city of Chicago, had a decrease in safety belt use from 91.2 percent to 90.2 percent.

13. Based on road type, on Interstate Highways the safety belt usage rate increase by 3.3 percentage points; on U.S./Illinois Highways the safety belt usage rate increased by 3.1 percentage points; and on residential roads the safety belt usage rate increased by 1.7 percentage points.
14. Observations of drivers and passengers in cars (excluding pickup trucks) showed that the safety belt usage rate increased from 90.4 percent to 92.3 percent. The safety belt usage rate for drivers of passenger cars increased from 90.3 percent to 92.5 percent. The safety belt usage rate for passengers increased from 91.3 percent to 91.4 percent.
15. Observations of drivers and passengers in pickup trucks showed that the safety belt usage rate increased from 82.7 percent to 85.1 percent. The safety belt usage rate for drivers of pickup trucks increased from 82.0 percent to 85.5 percent. The safety belt usage rate for passengers decreased from 83.7 percent to 82.3 percent.

RURAL OBSERVATIONAL SURVEY

16. There were 5,560 vehicles observed during the pre-mobilization, of which, 4,241 were passenger cars and 1,319 were pickup trucks. During the post mobilization, there were 5,340 total vehicles observed, of which, 3,961 were passenger cars and 1,379 were pickup trucks.
17. The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 87.6 percent during the pre-mobilization to 89.9 percent during the post mobilization.
18. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Rockford media market had the second highest usage rate at 90.2 percent. The seat belt usage rate in the Peoria media market was 85.1 percent, while the lowest seat belt usage rate was in the Champaign media market at 80.8 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 5.6 percentage points in the Peoria media market. In the Champaign and Rockford media markets the usage rates increased by 2.2 percentage points and 1.1 percentage points respectively. On the other hand, the St. Louis media market had a decrease in seat belt use of 1.4 percentage points from the pre-mobilization survey to the post mobilization survey.
19. On residential roads, there was an increase from 86.2 percent during the pre-mobilization to 88.4 percent during the post mobilization. On U.S./IL Highways, the safety belt usage rate increased from 88.3 percent during the pre-mobilization to 90.7 percent during the post mobilization.
20. The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 89.3 percent during the pre-mobilization to 92.2 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

21. The safety belt usage rate for pickup trucks increased from 82.4 percent during the pre-mobilization to 83.8 percent during the post-mobilization resulting in a 1.4 percentage point increase.
22. During the pre-mobilization survey, the St. Louis media market had the highest seat belt usage rate at 87.9 percent. The seat belt usage rate in the Peoria media market was 85.1 percent and in the Rockford media market the seat belt usage rate was 82.4 percent. During the pre-mobilization survey, the media market which had the lowest seat belt usage rate was Champaign at 73.2 percent. During the post mobilization, the St. Louis media market had the highest usage rate at 86.2 percent. The Rockford media market and the Peoria media market had usage rates of 85.9 percent and 85.6 percent respectively. The Champaign media market had the lowest usage rate during the post mobilization at 77.1 percent. The safety belt usage rate for pickup truck occupants in the Champaign media market increased by 3.9 percentage points; in the Peoria media market the safety belt usage rate increased by 3.2 percentage points; and in the Rockford media market the safety belt usage rate increased by 0.8 percentage points. On the other hand, the safety belt usage rate in the St. Louis media market decreased by 1.7 percentage points.

NIGHTTIME OBSERVATIONAL SURVEY

23. During the pre campaign survey, there were 10,069 observations during the day and 3,885 observations during the night. After the statewide campaign (media and enforcement) a total of 10,627 occupants observed during the day and 4,594 occupants observed during night.
24. Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (88.4 percent at night versus 91.5 percent at day during pre campaign and 90.9 percent at night versus 93.0 percent at day during post campaign), differences of 1.5 and 2.5 percentage points respectively. As expected the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.
25. Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post mobilization periods.
26. The seat belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

STATEWIDE TELEPHONE SURVEY

Awareness of messages to encourage people to wear seat belts

27. The percentage of people who indicated that, "*in the past thirty days,*" they had "*seen or heard any messages that encourage people to wear their seat belts*" increased from 59 percent in the April pre-test survey to 69 percent at the time of the June post-test survey.

28. Those who had *seen or heard messages encouraging people to wear seat belts* were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent of *these respondents* choosing "more than usual" more than double from April to June (12% to 26%).
29. Of those June respondents who *had seen or heard messages encouraging seat belt use*, most respondents indicated exposure through billboards / road signs (73%) and television (67%). Newspapers accounted for 17 percent of exposure, followed by friends / relatives (16%).

Awareness of Click It or Ticket slogan

30. The *Click It or Ticket* slogan had an awareness level of 88.1 percent in April, which rose 2.6 percentage points to 90.7 percent in June. We find the June awareness levels for this slogan are very similar across the three analysis regions: the metro Chicago area (90.3%), the downstate area (91.6%), and the targeted rural counties (89.5%).

Seat Belt Awareness and Enforcement

30. *Awareness of special police efforts to ticket for seat belt violations.* The percent of respondents who indicated that, *"in the past thirty days,"* they had *"seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations"* increased from 17 percent in April to about 34 percent in June.
31. Individuals aware of special seat belt enforcement report hearing about it via television (48%) and radio and newspapers (32% and 31%, respectively). One fourth of those surveyed (26%) learned of the special enforcement from friends / family.
32. *Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* Respondents across Illinois who "strongly agree" with this statement rose from 19 percent in April to 24 percent in June. About 30 percent of downstate residents and 36 percent of Chicago area residents "strongly agreed" that police are writing more seat belt tickets, showing somewhat of a regional difference in perception.
33. Hypothetical question: *Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?* The percent of respondents who answered "very likely" to this question slightly decreased statewide from April to June from 41 percent to 38 percent, while those who believed getting a ticket were either "very likely" or "somewhat likely" rose from 64 percent in April to 66 percent in June.

Evaluation of the 2009 Illinois “Click It or Ticket” Campaign

Introduction / Background

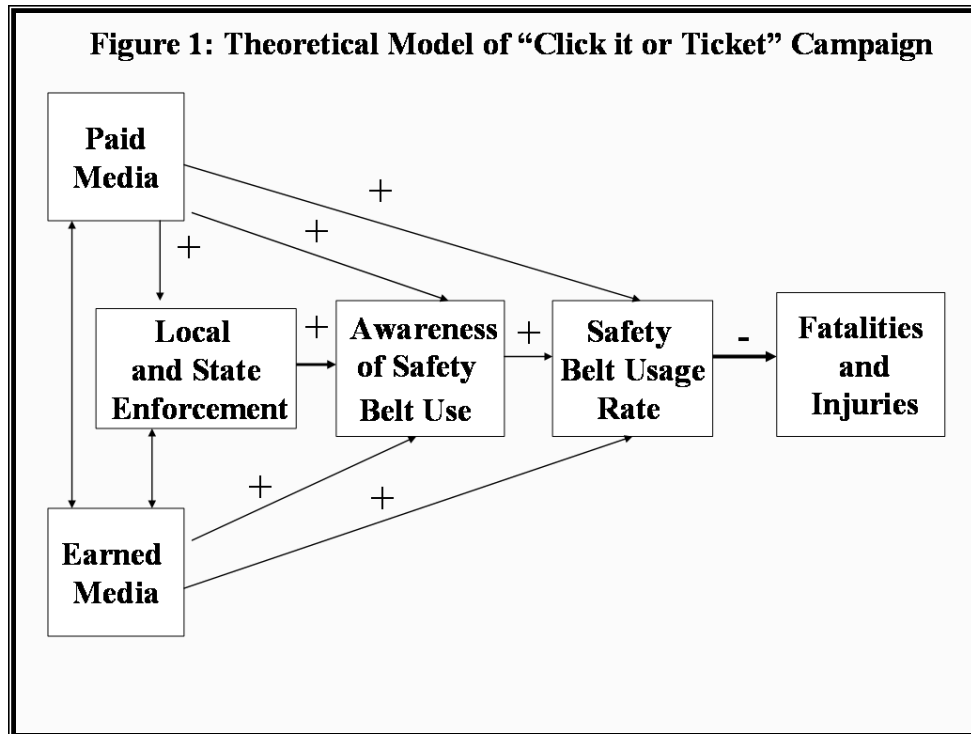
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of safety belt use and of issuing tickets for safety belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high safety belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use safety belts is through the real possibility of a ticket or a fine.

“Click It or Ticket” is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. A new primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their safety belts. Several safety belt enforcement zones (SBEZs) are conducted by the local and state police departments throughout the state where motorists were stopped and checked for safety belt use.

The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public’s awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

Figure 1 shows the components of a CIOT model.

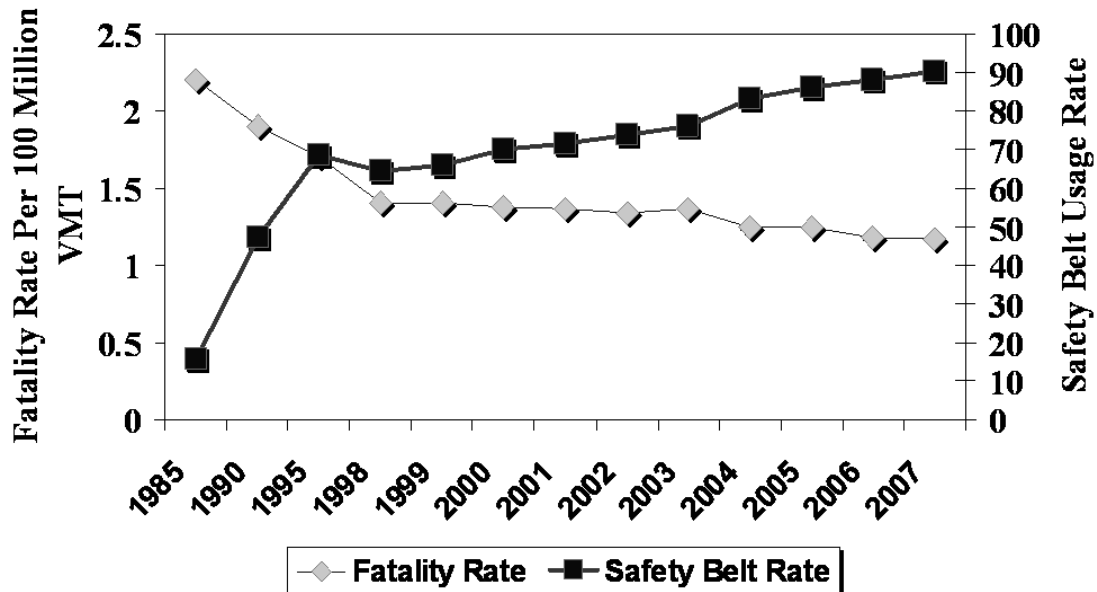


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2006). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatality rate is measured by total fatalities per 100 million vehicle miles of travel.

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by almost 75 percentage points, peaking at 91.7 percent in June 2009. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.99 in 2008.

Figure 2: Historical Data on Fatality and Safety Belt Usage Rates



Earned Media

Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program. Examples of other forms of earned media include fliers, posters, banners and message boards.

Paid Media

Safety belt enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, "Click It or Ticket". CIOT paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively.

Enforcement

Enforcement campaigns usually last two weeks. During this period, zero-tolerance enforcement focusing on safety belt violations is carried out statewide. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

The current CIOT model indicates that an intense paid media and earned media to publicize the safety belt enforcement campaign has strong impact on how the enforcement activities are conducted. Then the enforcement activities (e.g., issuing tickets, encouraging people to wear their safety belts), along with additional media activities, will have a strong positive effect on the safety belt usage rate and public awareness of the benefits of wearing belts. Finally, the increase in the safety belt usage rate and increase in the public awareness of the safety belt laws and benefits of wearing belts will have strong negative effect on motor vehicle related fatalities and injuries. The higher safety belt usage rate is associated with the lower motor vehicle related fatalities and injuries.

Implementing CIOT Campaigns in Illinois in May / June 2009

In May 2009, Illinois Department of Transportation, Division of Traffic Safety launched statewide and rural CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2009 with special emphasis on increasing safety belt usage among Illinois' rural population. Rural Illinois was again the focus of the statewide CIOT, which took place from May 15 – May 31. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

Report Objectives

1. To increase safety belt use statewide in Illinois, especially in rural areas.
2. To determine the safety belt usage rate in Illinois through the use of pre and post observational surveys, with special emphasis on select rural communities.
3. To determine Illinois residents' views and opinions regarding safety belts, the safety belt law, safety belt enforcement, and safety belt programs through the use of pre and post telephone surveys.
4. To evaluate the impact of the CIOT campaigns on safety belt use.

Implementation of CIOT in Illinois

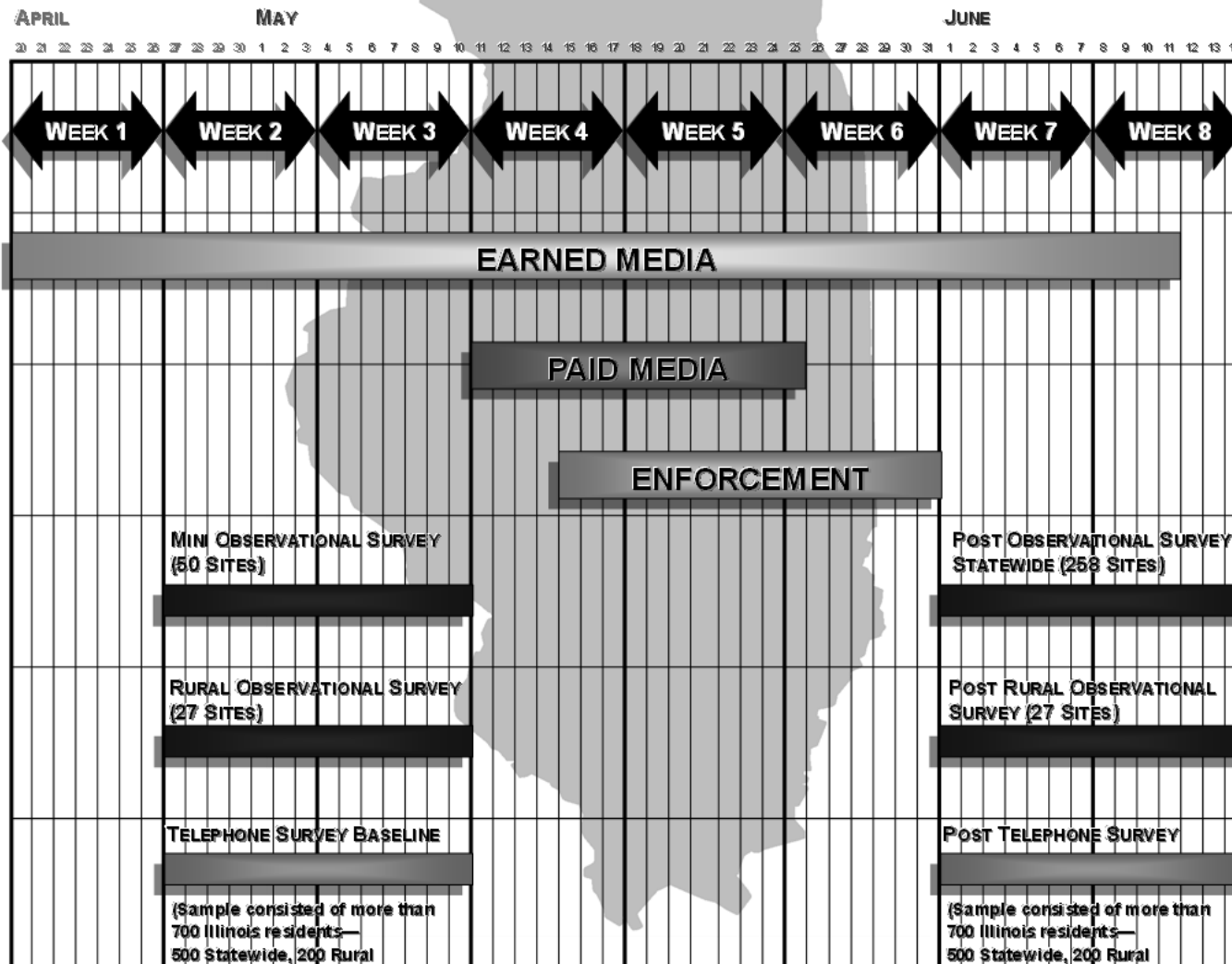
Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 20 and concluded June 14, 2009. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 (April 20 – April 26, 2009): This week marked the start of the “Click It or Ticket” campaign.
- Week 2 & 3 (April 27 - May 10, 2009): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT safety belt observation and telephone surveys were conducted.
- Week 4 (May 11 – May 25, 2009): Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
- Week 5 & 6 (May 15 – May 31, 2009): Statewide including rural CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide including rural CIOT ran on television and radio statewide; earned media continued.
- Weeks 7 & 8 (June 1 – June 14, 2009): Post statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

Diagram 1

2009 Illinois "Click It or Ticket" Timeline



Special Emphasis on Rural Communities

Increasing safety belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in the Great Lakes Region agreed to work cooperatively in 2005 – 2006 on a Region-wide “Rural Demonstration Project” designed to increase safety belt use in rural areas¹. Although the “Rural Demonstration Project” was completed in 2006, some of the Great Lakes Region’s states, including Illinois, extended their strong commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

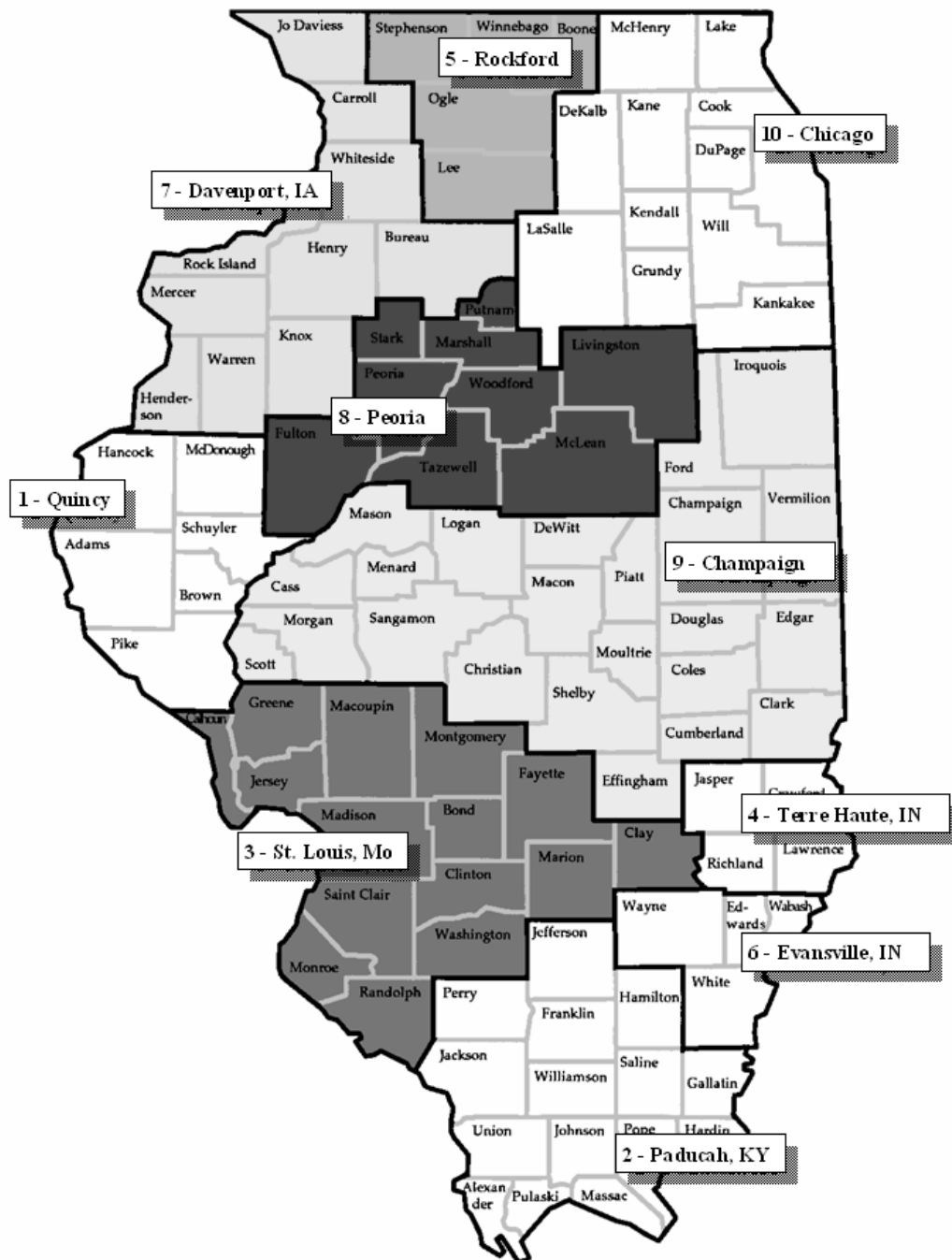
In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation component.

Rural Population

The rural Illinois media market consists of geographic areas based on the rural population density of the state’s 102 counties. For this reason, the five Illinois rural media markets were chosen to serve as the rural population of interest for the rural CIOT. The rural media markets in Illinois, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis (Metro East) areas, are displayed in **Figure 3**.

¹ The states in the Great Lakes Region consist of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin

Figure 3: State of Illinois Media Markets²



² Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Methods of Evaluation

In this report, both process and outcome evaluations methods were used to assess the impact of statewide and rural CIOT campaigns on safety belt use and related issues in Illinois.

Process Evaluation

The CIOT model pairs public information and education campaign with highly visible enforcement (such as SBEZs) to encourage safety belt use. Media and community outreach are the vehicles by which public information and education are shared with Illinois motorists. The rural CIOT campaign included targeted media and outreach directed at motorists living and traveling within the five Illinois rural media markets. The rural CIOT was followed by a second round of media and enforcement as the statewide CIOT commenced, giving rural motorists a “one-two punch” of safety belt education and enforcement. The CIOT process evaluation consists of three components: enforcement, paid media, and earned media.

Enforcement

Local police agencies and the Illinois State Police participated in two rounds of CIOT enforcement: statewide and rural. CIOT enforcement activities included SBEZs and saturation patrols focused on occupant restraint violations. The local police agencies and state police participated in nighttime enforcement during the CIOT campaign.

Paid & Earned Media

Two types of media are enlisted to inform and educate the public about the importance of safety belt use. ***Paid media*** consists of advertising which has been purchased and strategically placed. Examples of paid media are television and radio ads. ***Earned media*** is free media publicity, such as newspaper, television, or radio news stories, as well as community outreach activities.

DTS has Occupant Protection Coordinators (OPCs) who focus on generating earned media for CIOT. In addition to earned media, the OPCs also perform outreach activities to spread the CIOT message to targeted groups in the community. Outreach activities include preparing media releases and distributing printed materials and incentive items, such as posters, pencils and key chains on which the CIOT message is displayed, to promote safety belt use. Outreach also includes partnering with other state agencies, state and local community groups and businesses to inform and educate the public about safety belt use and the CIOT campaign.

Outcome Evaluation

The CIOT outcome evaluation consists of pre and post safety belt observational and public opinion surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated by the Evaluation Unit at the Division of Traffic Safety.

From April 27 to June 14, 2009 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

1. Statewide Observational Safety Belt Surveys (includes special focus on rural and nighttime enforcement)
2. Statewide Telephone Surveys

Observational Safety Belt Survey

Statewide

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The first survey was a mini-survey (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-survey were selected from the 258 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration's requirements.

Rural

The pre and post observational surveys among rural communities included 27 sites. The survey design for the rural observational survey sites was similar to the statewide observational survey.

Nighttime

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. During the first two weeks of May

2009, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2009 CIOT high-visibility enforcement program.

Telephone Survey

Two telephone surveys were conducted before and after the CIOT campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as “Downstate.” Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at differing times of the week and day.

The telephone surveys were conducted in order to evaluate the impact of the statewide and rural CIOT campaigns on safety belt issues. Safety belt issues surveyed include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, primary safety belt law, and safety belt related media programs and slogans.

RESULTS OF ENFORCEMENT ACTIVITIES
(STATEWIDE includes Rural Areas)

Results of Enforcement Activities

Table 1 provides enforcement activities for both statewide and rural CIOTs. The main enforcement activities include enforcement hours, number of safety belt zones conducted, total citations, number of safety belt and child safety seat citations, other citations, as well as two performance indicators (citations written per minute and safety belt and child safety seat citations per minute). These two indicators also were used to assess the progress made by local agencies.

Statewide Enforcement

One hundred and thirty-three (133) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 25,152 enforcement hours and issuing 42,737 citations, 23,551 (55.1%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 64.1 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 35.3 minutes of patrol³. There were an additional 77 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 44 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies could be eligible for a squad car and other prizes like radar detectors and breathalyzers. To be eligible for the prizes, these agencies were required to start issuing safety belt and child safety seat citations before actual enforcement began. They were only required to submit total number of safety belt and child safety seat citations they issued. The agencies which participated in the incentive program issued a total of 36,072 safety belt and child safety seat citations (25,678 citations were issued by the grant-funded agencies and 10,394 were issued by the earned enforcement agencies).

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 5,269 hours of enforcement including 2,366 SBEZs. A total of 10,719 citations were issued by the ISP, 68.8% (7,378) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 29.5 minutes of patrol.

³ This calculation only includes agencies that submitted both total patrol hours and total citations issued.

Local Enforcement

One hundred thirty-two local police agencies were funded to participate in CIOT enforcement. A total of 1,481 SBEZs and 825 saturation patrols were conducted. Local officers logged 19,883 patrol hours and issued 32,018 citations. One citation was issued every 37.3 minutes by local officers during statewide enforcement. Over 50 percent of the citations issued (16,173) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 73.8 minutes of enforcement. In addition, forty-four agencies which already had grants through DTS, issued 25,678 occupant restraint citations as a part of the incentive program. There were also 77 earned enforcement agencies which issued 10,394 occupant restraint citations as a part of the incentive program.

TABLE 1: TOTAL ENFORCEMENT RESULTS

| Selected Enforcement Activities | Funded Agencies that Participated and Submitted Complete Enforcement Data | | | Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data for the Incentive Program | | GRAND TOTAL |
|---|---|-------------------------------|---|--|--|-------------|
| | Local Agency Total N=133 | State Police Total N=1 | Statewide Total ⁴ N=134 | Grant Funded Agencies Participated in an Incentive Program N=44 | Earned Enforcement Agencies Participated in an Incentive Program N=77 | |
| Number of Enforcement Hours | 19,883 | 5,269 | 25,152 | NA | NA | NA |
| Number of Safety Belt Enforcement Zones | 1,481 | 2,366 | 3,847 | NA | NA | NA |
| Number of Saturation Patrols | 825 | 0 | 825 | NA | NA | NA |
| Total Citations | 32,018 | 10,719 | 42,737 | 25,678 | 10,394 | 78,809 |
| Number of Safety Belt and Child Safety Seat Citations | 16,173 | 7,378 | 23,551 | 25,678 | 10,394 | 59,623 |
| Number of Other Citations | 15,845 | 3,341 | 19,186 | NA | NA | NA |
| Minutes Per Citation ⁴ | 37.3 | 29.5 | 35.3 | NA | NA | NA |
| Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴ | 73.8 | 42.8 | 64.1 | NA | NA | NA |

* Note that the total citations issued by all agencies, including earned enforcement agencies was 78,809.

⁴ These performance indicators were calculated based on the data from those agencies which submitted both patrol hours and citation information.

**COST / EFFECTIVENESS ANALYSIS
OF ENFORCEMENT ACTIVITIES**

Cost / Effectiveness Analysis of Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the CIOT statewide and rural CIOT campaigns.

Tables 2 and 3 summarize enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (local, state, and other types) for selected three groups. In addition, **Tables 12-15** in **Appendix A** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 25,151 patrol hours and issued 42,569 citations during CIOT statewide and rural enforcements at a total cost of \$1,409,683. On average, one citation was written every 35.4 minutes during enforcement at a cost of \$33.12 per citation, or \$56.05 per patrol hour.

Table 2: Statewide Enforcement Activities and Associated Costs

| Enforcement | Patrol Hours | Total Citations | Citations Written Every X Minutes | Approximated Cost Per Citation | Approximated Cost Per Patrol Hour | Approximated Total Cost |
|-------------|--------------|-----------------|-----------------------------------|--------------------------------|-----------------------------------|-------------------------|
| Statewide | 25,151.0 | 42,569 | 35.4 | \$33.12 | \$56.05 | \$1,409,683 |

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 5,269 patrol hours during statewide enforcement and issued 10,719 citations at cost of \$359,305, or \$68.20 per patrol hour. One citation was written every 29.5 minutes, an average cost of \$33.12 per citation. (See **Table 15** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of August 31, 2009, a total of 132 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic

Safety. A total of 21 agencies were solely Safety Belt Enforcement Zone grantees, 73 agencies had only one regular grant with DTS, and 38 agencies had multiple grants with DTS. Of these 38 agencies, they had 85 grants with DTS. (See **Tables 12-14** in **Appendix A**).

Memorial (MINI) Grantees

The 21 SBEZ grantees included in this analysis worked a total of 1,812 patrol hours and wrote 2,728 citations at a cost of \$78,375, or \$43.27 per patrol hour. On average, one citation was written every 39.8 minutes during statewide enforcement at a cost of \$28.73 per citation. (See **Table 12** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

Seventy-three (73) regular grantees contributed 7,550 patrol hours to the campaign, issuing 10,958 citations. Regular grantees issued one citation every 41.3 minutes at a cost of \$36.78 per citation or \$53.39 per patrol hour. (See **Table 13** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

The remaining 38 grantees with multiple grants conducted 10,522 patrol hours and they issued 18,164 citations during the CIOT mobilization. These agencies issued one citation every 34.8 minutes of patrol at a cost of \$31.32 per citation or \$54.08 per patrol hour. (See **Table 14** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

A summary of statewide ISP and local enforcement activities and associated costs by grant type is listed in **Table 3**.

Table 3: Statewide Enforcement Activities and Associated Costs by Agency / Grant Type

| Agency / Grant Type | Patrol Hours | Total Citations | Citations Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
|---|---------------------|------------------------|--|--------------------------|-----------------------------|--------------------|
| IL State Police | 5,268.5 | 10,719 | 29.5 | \$33.52 | \$68.20 | \$359,305 |
| SBEZ Grantees Only (n=21) | 1,811.5 | 2,728 | 39.8 | \$28.73 | \$43.27 | \$78,375 |
| Regular Grantees Only (n=73) (39 IMAGE, 6 LAP, 12 MAP, 14 SEP, 2 TLEP) | 7,549.5 | 10,958 | 41.3 | \$36.78 | \$53.39 | \$403,033 |
| Regular Grantees with Multiple Grants (n=38) (refer to Appendix A Table 15 for the types of grants each agency had) | 10,521.5 | 18,164 | 34.8 | \$31.32 | \$54.08 | \$568,970 |
| Total | 25,151.0 | 42,569 | 35.4 | \$33.12 | \$56.05 | \$1,409,683 |

Limitations of the Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

For example, based on cost per patrol hour, DTS reimbursed the Hampton Police Department for \$75.72 for conducting four patrol hours resulting in \$18.93 per patrol hour. On the other hand, Des Plaines Police Department got reimbursed \$8,640 for only conducting 144 patrol hours resulting in \$60.00 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Western Springs Police Department \$1,793 for writing 221 citations resulting in a cost of \$8.12 per citation issued. On the other hand, Marseilles Police Department's cost per citation was \$121.77 (they were reimbursed \$4,870 for only issuing 40 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Western Springs Police Department issued 221 citations over 40 patrol hours resulting in one citation written for every 10.9 minutes of patrol. On the other hand, Marseilles issued only 40 citations over 140 patrol hours. This resulted in one citation written for every 210 minutes of patrol (see **Table 12 in Appendix A**).

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies that are considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among the local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.
2. Provide the list outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.
3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.
4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

**PAID MEDIA
&
EARNED MEDIA / COMMUNITY OUTREACH**

Paid Media & Earned Media / Community Outreach

Paid Media Activities

During the May mobilization campaigns, Illinois spent a total of \$789,890 on paid media that consisted of repeating the safety belt enforcement message of *Click it or Ticket* during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive a ticket. CIOT paid advertisement campaigns lasted two weeks. About 50 percent of the total paid media purchased (\$396,184) were television advertisements and about 45 percent of the total media purchased (\$353,956) were radio advertisements. The remaining \$39,750 of the media budget was spent on alternative media. Over thirty-five thousand television and radio advertisements ran during the campaign to promote CIOT. The breakdown of paid media spots appears in **Table 4**.

Table 4: Number of Paid Advertising Spots and Dollars Spent for *Click It or Ticket*

| Media Market | Dollars Spent – TV | Ads Ran - TV | Dollars Spent – Radio | Ads Ran - Radio | Total Dollars Spent | Total Ads Ran |
|-----------------------------|----------------------|---------------|-----------------------|-----------------|----------------------|------------------|
| Chicago | \$ 314,449.45 | 16,535 | \$ 288,495.00 | 7,225 | \$ 602,944.45 | 23,760 |
| Davenport | \$ 8,000.00 | 704 | \$ 7,985.00 | 281 | \$ 15,985.00 | 985 |
| Peoria | \$ 13,999.00 | 1,124 | \$ 8,645.00 | 239 | \$ 22,644.00 | 1,363 |
| Springfield | \$ 16,020.00 | 3,799 | \$ 16,390.68 | 1,032 | \$ 32,410.68 | 4,831 |
| Rockford | \$ 14,998.00 | 610 | \$ 6,450.00 | 226 | \$ 21,448.00 | 836 |
| Quincy | \$ 1,998.00 | 491 | N/A | N/A | \$ 1,998.00 | 491 |
| Marion | \$ 6,720.00 | 1,200 | \$ 4,500.00 | 616 | \$ 11,220.00 | 1,816 |
| Metro East | \$ 20,000.00 | 440 | \$ 21,490.00 | 515 | \$ 41,490.00 | 955 |
| Total TV & Radio | \$ 396,184.45 | 24,903 | \$ 353,955.68 | 10,134 | \$ 750,140.13 | 35,037 |
| Alternative Media | N/A | N/A | N/A | N/A | \$ 39,750.00 | See Note* |
| Total Dollars Spent | N/A | N/A | N/A | N/A | \$789,890.13 | N/A |

*Note: Alternative media included electronic boards and announcements placed along highways and at gas stations across the state.

Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events and public forums to promote CIOT and distributed CIOT banners to all participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign. Law enforcement agencies were directed to Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters, paycheck stuffers, a roll-call video, web banner, email blast, opinion editorial, Saved by the Safety Belt application, Be a Buckle Buddy information and an order form. Occupant Protection Coordinators (OPCs) employed by DTS and located throughout the state, extensively promoted the campaign through community outreach.

On May 14, 2009 and later on May 22, 2009, the Illinois State Police with the Illinois Department of Transportation issued a couple of press releases to increase awareness of the Memorial Day CIOT and the enforcement initiatives “Click It or Ticket” and “Stay Alive on the I’s.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement was to be conducted at safety belt enforcement zones both during the day and night. The “Stay Alive on the I’s” initiative was designed to have state troopers positioned every ten miles on all Illinois interstates.⁵

Fifteen press conferences held around the state helped to get the CIOT message out to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 90 stories related to CIOT ran across the state. Throughout the campaign, 14 radio news stories were aired; 73 print news stories ran; and 3 television news stories aired (see **Table 5**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and community road signs, law enforcement agencies and the Regional Occupant Protection Coordinators asked local businesses to put the CIOT message on their outdoor message boards and to hang posters indoors, others taped public service announcements, and put notices on city

⁵ This information was part of the Illinois State Police's press releases issued on 14 May 2009 and 22 May 2009. The actual press releases can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=460> and <http://www.isp.state.il.us/media/pressdetails.cfm?ID=465>.

web sites and local cable public access channels. **Table 5** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 116 such announcements in communities across the state. In addition, 65 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 5** shows, local enforcement agencies issued 274 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 73 print news stories, 14 radio news stories, and 3 television news stories all dealing with the CIOT campaign. Please refer to **Table 5** for a complete listing of earned media items obtained for the Memorial Day CIOT campaign.

| Table 5: Number of Earned Media Items Obtained for <i>Click It or Ticket</i> | |
|---|----------------------------|
| Earned Media Items | Number of items |
| Press releases issued | 274 |
| Print news stories | 73 |
| Radio news stories | 14 |
| Television news stories | 3 |
| Press conferences | 15 |
| Posters / fliers | 1,291 |
| Outdoor message board announcements | 116 |
| CIOT Banners | 65 |
| Web page postings / announcements | 85 |
| Local cable public access messages | 24 |
| Presentations | 47 |
| Other | 2,132 |

Community Outreach

Seven Occupant Protection Coordinators (OPCs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials--posters and payroll stuffers as well as distribution of incentive items--key chains and sun-visor clips with the "Click It or Ticket" message. The OPCs attended health fairs and after prom parties, partnered with local businesses including farm stores and gas stations and conducted radio interviews to alert and educate the community about the CIOT campaign. A

summary list of community outreach activities appears in **Table 6**. Examples of outreach activities include:

- The occupant protection website (www.buckleupillinois.org) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail was sent to law enforcement agencies and Child Passenger Safety technicians throughout the state alerting them to check the website for information. Included in the e-mail were print files for posters, paycheck stuffers, sample press release, op-ed article, e-mail blast, proclamation, web banner and presentations to use about belt use for different age groups.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, pencils, clickers, bumper stickers, bag clips, insurance card holders to distribute in their community. One hundred fifty orders were filled during the campaign.
- Over 7,000 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, hotels, schools, gyms, libraries and health departments. CIOT posters translated to Spanish were distributed to restaurants, schools and businesses in Spanish-speaking Chicago neighborhoods.
- E-mail blasts containing CIOT information was sent to nearly 6,000 people.
- Over 4,500 paycheck stuffers were distributed statewide to restaurants, schools, universities, youth programs and farm supply stores.
- Over 20,000 incentive items, bumper stickers, static clings, bag clips, luggage tags, insurance card holders and awareness bracelets, promoting safety belt use were distributed throughout the month of May. Other distribution sites included health and safety fairs, golf outings, shopping centers and State Farm safety days.
- Several OPCs submitted letters and articles to local newspapers, newsletters and electronic newsletters reminding readers and employers to buckle up.
- The OPCs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Area Chamber of Commerce helped recruits businesses to spread the message. Some of the agencies that displayed the message included: fire departments, libraries, banks, gas stations, athletic arenas and convention centers.
- The DTS distributed 64 CIOT banners to local law enforcement agencies participating in the CIOT campaign in 2009. Those agencies were asked to display their banners during the month of May in a prominent location in their community. In addition, DTS supplemented law enforcement by distributing 35 Safety Belt Enforcement Zone signs for them to use during the May mobilization. The Enforcement Zone signs are used to identify an Enforcement Zone that is underway.
- Almost 7,000 pizza box stickers were distributed in northern Illinois. These stickers were given to local pizza restaurants, to place on their pizza boxes when they delivered a pizza. The sticker says "Click It or Ticket" and "\$55 it's a lot of pizza or 1 safety belt ticket."

- Some OPCs had a CIOT imprint on outgoing mail for the entire month of May. This was printed on every piece of mail as a reminder for people to buckle up.
- Several OPCs partnered with local radio stations and Illinois State Police Safety Education Officers to promote CIOT. During morning call-in shows, listeners were asked to correctly answer CIOT questions to win prize packages of basketballs, umbrellas or pens. Local radio stations were eager to bring in the traffic safety experts as earned media.

Media Events

On May 14, 2009, four media events were held in Chicago, Rock Island, Springfield, and St. Louis to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with Iowa and Missouri to increase awareness of the CIOT message across the state lines. Each event, organized by DTS Law Enforcement Liaisons, included speakers representing the Illinois Department of Transportation, the Illinois State Police and local law enforcement.

Table 6: CIOT Earned Media and Community Outreach Activities

| Activity | Number |
|--|---------------|
| <i>Click It or Ticket</i> Incentive items (key chains, magnets, etc) | 22,660 |
| Payroll Stuffers Distributed | 4,500 |
| Posters Distributed | 7,471 |
| Email Announcements | 6,000 |
| Incentive Distribution Sites | 182 |
| Health Fair Booths / Presentations | 15 |
| <i>Click It or Ticket</i> Banners | 64 |
| Safety Belt Enforcement Zone Signs | 35 |
| Radio Interviews | 8 |
| Outreach Articles Printed in Local Newspapers | 3 |
| Outreach Articles Printed in Company / Agency Newsletters | 3 |
| CIOT Website Hits on www.buckleupillinois.org in May | 5,933 |

SAFETY BELT SURVEYS

Statewide Observational Safety Belt Surveys

Survey Design

The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2009 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey. The survey provided a statistically representative sample of the state as a whole. The survey design was based on the National Highway Traffic Safety Administration's requirements and had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and outboard passengers) of passenger cars (cars, sport utility vehicles, taxis, and vans) and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways, and a random sample of residential streets within selected areas.

During the pre-mobilization survey, there were 40,787 front seat occupants observed at 50 locations. During the post mobilization survey, there were 126,680 front seat occupants observed at 258 locations statewide in this survey. For more information on survey design, refer to the original report entitled "Design of the New Safety Belt Usage Survey in Illinois", Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994. (Available at: http://www.dot.il.gov/trafficsafety/appliedsampling_files/frame.htm)

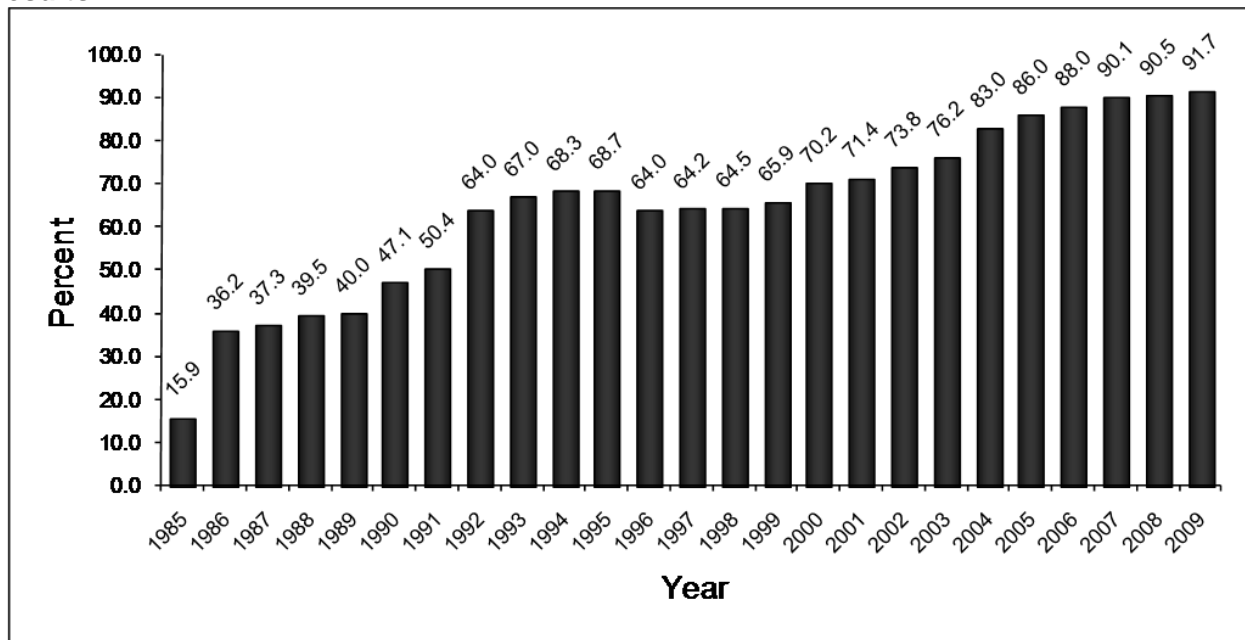
Historical Trends

Currently the State of Illinois has a primary belt law, which became effective on July 3rd, 2003 after the bill was signed into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1st, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicles were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987, the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3rd, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1st, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2009 at a level of more than 91 percent. The safety belt usage rate in Illinois has increased almost 76 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2009 safety belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.

Figure 4: Front Seat Occupant Restraint Usage Rate: Comparison of Historical Survey Results*



*Note: 1998 through 2009 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2009 “Click It or Ticket” Campaign

Tables 7, 8 and 9 and Figures 5, 6 and 7 show results of the safety belt survey conducted at 50 sites during May 2009 and 258 sites during June 2009. **Column 1** shows the safety belt usage rate prior to the CIOT mobilization. **Columns 2 and 3** show safety belt usage rates following the CIOT mobilization. It should be noted that the sites from column 2 were extracted from the statewide survey sites in column 3. Columns 4 and 5 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, road types, and vehicle types. There were 40,787 front seat occupants observed during the pre-mobilization survey and 126,680 were observed during the post-mobilization survey.

Table 7 and Figure 5 shows the safety belt usage rate for combined passenger cars and pickup trucks. Of the total of 126,680 front seat occupants observed, almost 92 percent were observed wearing safety belts. The safety belt usage rate for passengers stayed the same at 90.5 percent from the pre-mobilization to the post mobilization. The safety belt usage rate for drivers increased from 89.7 percent during the pre-mobilization to 91.7 percent during the post mobilization. Based on region, the safety belt usage rate increased by 4.5 percentage points for the downstate counties from 88.5 percent during the pre-mobilization survey to 94.4 percent during the post mobilization survey. The safety belt usage rate for the collar counties increased from 90.8 percent to 94.7 percent resulting in an increase in 2.3 percentage points. On the other hand, the safety belt usage rate for the city of Chicago resulted in a 0.3 percentage point decrease from 86.5 percent to 86.8 percent. Cook County, excluding the city of Chicago, had a decrease in safety belt use from 91.2 percent to 90.2 percent. Based on road type, on Interstate Highways the safety belt usage rate increase by 3.3 percentage points; on U.S./Illinois Highways the safety belt usage rate increased by 3.1 percentage points; and on residential roads the safety belt usage rate increased by 1.7 percentage points.

Table 8 and Figure 6 presents safety belt use information for drivers and passengers of passenger cars excluding pickup trucks. The safety belt usage rate increased from 90.4 percent to 92.3 percent. The safety belt usage rate for drivers of passenger cars increased from 90.3 percent to 92.5 percent. The safety belt usage rate for passengers increased from 91.3 percent to 91.4 percent. Based on region, the safety belt usage rate for the downstate counties increased by 4.9 percentage points. The usage rate for the collar counties increased by 2.1 percentage points. The safety belt usage rate for the city of Chicago increased by 0.3 percentage points from 87.0 percent

to 77.3 percent. On the other hand, the safety belt usage rate for the Cook County, excluding the city of Chicago, decreased by 0.6 percentage point from 91.4 percent to 90.8 percent.

Table 9 and **Figure 7** shows safety belt use patterns for pickup truck drivers and passengers.

During the pre-mobilization survey, only 82.7 percent were observed wearing their safety belts.

During the post mobilization, the safety belt usage rate increased to 85.1 percent resulting in a 2.4 percentage point increase in safety belt use. The safety belt usage rate for drivers increased by

3.5 percentage points from 82.0 percent during the pre-mobilization to 85.5 percent during the post

mobilization. The safety belt usage rate for passengers decreased by 1.3 percentage points from

83.7 percent during pre-mobilization to 82.3 percent during post mobilization. Based on region, the

safety belt usage rate in the collar counties increased by 3.0 percentage points from 82.3 percent

during pre-mobilization to 85.2 percent during post mobilization. In the downstate counties, the

safety belt usage rate increased by 2.6 percentage points from 84.6 percent during the pre-

mobilization to 87.2 during the post mobilization. In the city of Chicago, the safety belt usage rate

increased by 2.1 percentage points. On the other hand, the safety belt usage rate for Cook

County, excluding the city of Chicago, decreased by 4.2 percentage points. Based on road type,

the safety belt usage rate increased by 5.3 percentage points on U.S./Illinois Highways. The

safety belt usage rate increased on residential roads and Interstate highways by 2.5 percentage

points and 2.2 percentage points respectively.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 27th-June 14th, 2009) (All Vehicles²)

| Selected Characteristics | Pre-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Statewide Survey) | % Change/ Pre and Post Mini-Surveys | % Change/ Pre Mini-Survey and Post Statewide Surveys |
|--------------------------|--|---|---|-------------------------------------|--|
| | (1) | (2) | (3) | (4) | (5) |
| | April 27 th -May 10 th | June 1 st -June 14 th | | | |
| | N=40,787 | N=43,696 | N=126,680 | | |
| Total Usage Rate | | | | | |
| Total | 89.7% | 93.2% | 91.7% | 3.5% | 2.0% |
| Drivers | 89.5% | 93.2% | 91.8% | 3.7% | 2.3% |
| Passengers | 90.5% | 93.0% | 90.5% | 2.5% | 0.0% |
| Region | | | | | |
| Chicago | 86.5% | 88.6% | 86.8% | 2.1% | 0.3% |
| Cook County | 91.2% | 91.4% | 90.2% | 0.2% | -1.0% |
| Collar County | 90.8% | 94.7% | 93.1% | 3.9% | 2.3% |
| Downstate | 88.5% | 94.4% | 93.0% | 5.9% | 4.5% |
| Road Type | | | | | |
| Interstate | 92.0% | 95.7% | 95.3% | 3.7% | 3.3% |
| US/IL Highways | 88.2% | 93.0% | 91.3% | 4.8% | 3.1% |
| Residential | 88.2% | 91.2% | 89.9% | 3.0% | 1.7% |
| Vehicle Type | | | | | |
| Passenger Car | 90.4% | 93.8% | 92.3% | 3.4% | 1.9% |
| Pickup Truck | 82.7% | 86.5% | 85.1% | 3.8% | 2.4% |

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 27th-June 14th, 2009) (Passenger Cars²)

| Selected Characteristics | Pre-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Statewide Survey) | % Change/ Pre and Post Mini-Surveys | % Change/ Pre Mini-Survey and Post Statewide Surveys |
|--------------------------|--|---|--|--|---|
| | (1) | (2) | (3) | (4) | (5) |
| | April 27 th -May 10 th | June 1 st -June 14 th | | | |
| | N=36,971 | N=39,857 | N=114,263 | | |
| Total Usage Rate | | | | | |
| Total | 90.4% | 93.8% | 92.3% | 3.4% | 1.9% |
| Drivers | 90.3% | 93.8% | 92.5% | 3.5% | 2.2% |
| Passengers | 91.3% | 93.6% | 91.4% | 2.3% | 0.1% |
| Region | | | | | |
| Chicago | 87.0% | 88.8% | 87.3% | 1.8% | 0.3% |
| Cook County | 91.4% | 91.8% | 90.8% | 0.4% | -0.6% |
| Collar County | 91.8% | 95.6% | 93.9% | 3.8% | 2.1% |
| Downstate | 89.2% | 95.2% | 94.1% | 6.0% | 4.9% |
| Road Type | | | | | |
| Interstate | 92.6% | 96.5% | 96.0% | 3.9% | 3.4% |
| US/IL Highways | 89.5% | 94.3% | 92.4% | 4.8% | 2.9% |
| Residential | 88.9% | 91.6% | 90.5% | 2.7% | 1.6% |

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 27th-June 14th, 2009) (Pickup Trucks²)

| Selected Characteristics | Pre-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Statewide Survey) | % Change/ Pre and Post Mini-Surveys | % Change/ Pre Mini-Survey and Post Statewide Surveys |
|--------------------------|--|---|--|--|---|
| | (1) | (2) | (3) | (4) | (5) |
| | April 27 th -May 10 th | June 1 st -June 14 th | | | |
| | N=3,816 | N=3,839 | N=12,417 | | |
| Total Usage Rate | | | | | |
| Total | 82.7% | 86.5% | 85.1% | 3.8% | 2.4% |
| Drivers | 82.0% | 86.6% | 85.5% | 4.6% | 3.5% |
| Passengers | 83.7% | 86.3% | 82.3% | 2.6% | -1.4% |
| Region | | | | | |
| Chicago | 76.1% | 84.3% | 78.2% | 8.2% | 2.1% |
| Cook County | 87.8% | 87.2% | 83.6% | -0.6% | -4.2% |
| Collar County | 82.3% | 85.2% | 85.3% | 2.9% | 3.0% |
| Downstate | 84.6% | 89.8% | 87.2% | 5.2% | 2.6% |
| Road Type | | | | | |
| Interstate | 86.8% | 88.7% | 89.0% | 1.9% | 2.2% |
| US/IL Highways | 78.2% | 80.4% | 83.5% | 2.2% | 5.3% |
| Residential | 80.8% | 86.6% | 83.3% | 5.8% | 2.5% |

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Large trucks are excluded.

Figure 5
Overall Safety Belt Usage Rates in Illinois

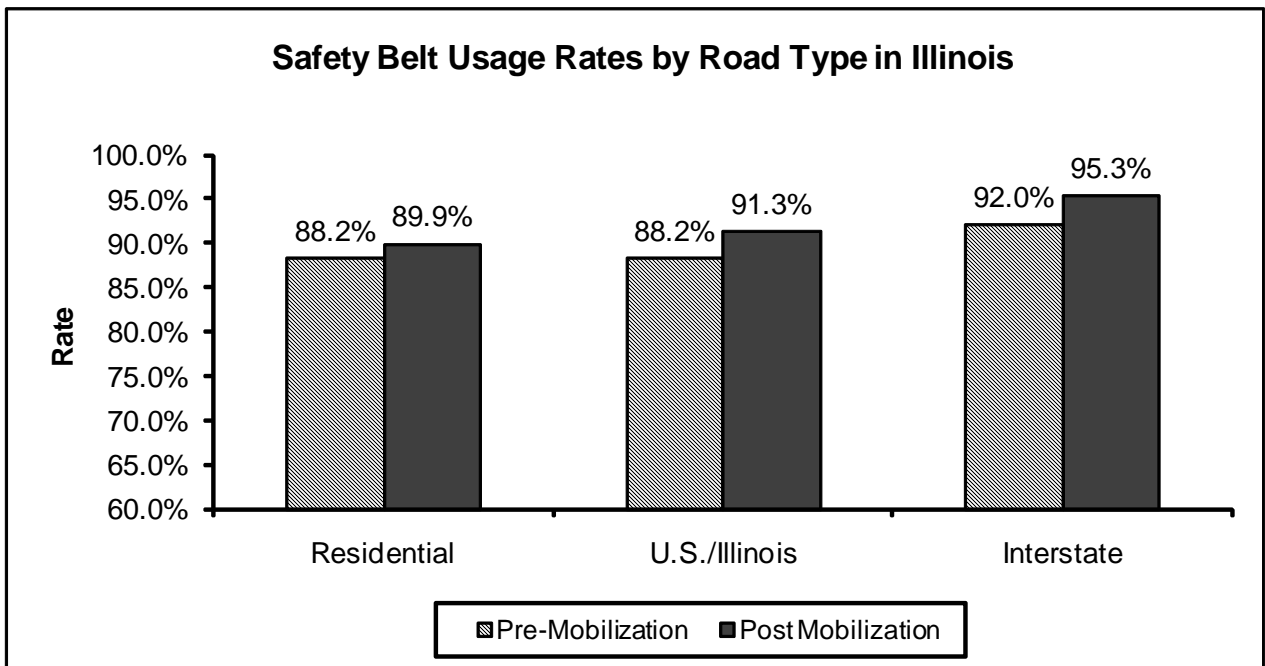
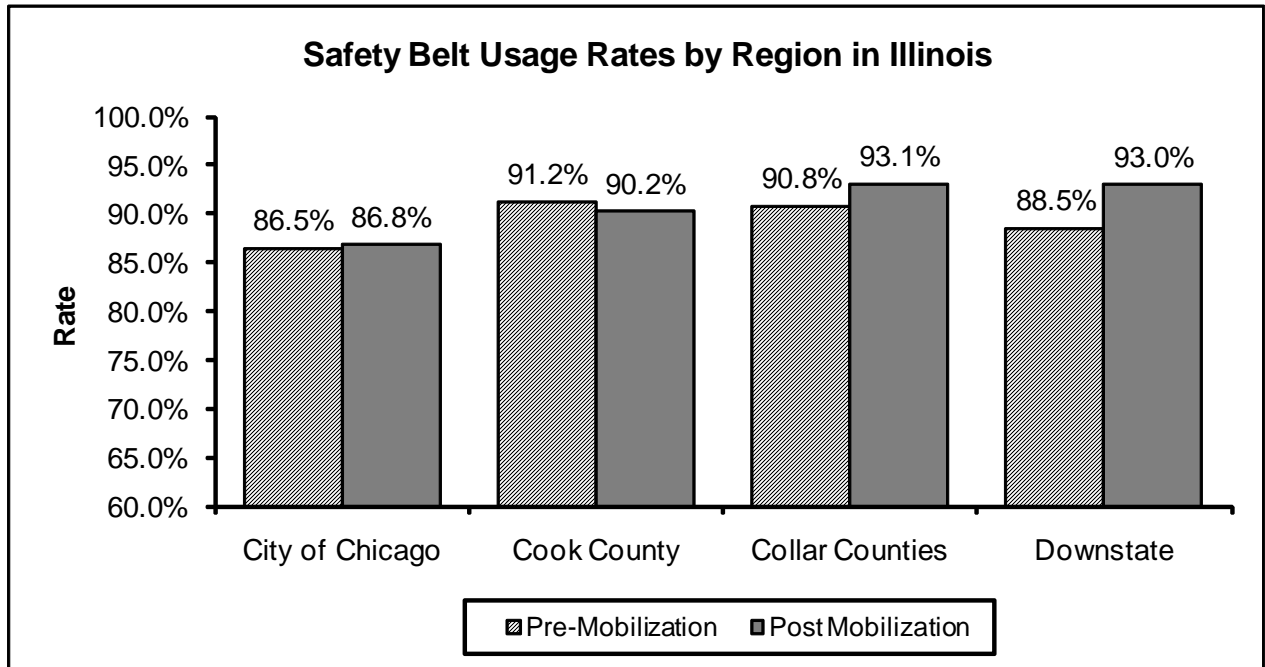


Figure 6
Passenger Car Safety Belt Usage Rates in Illinois

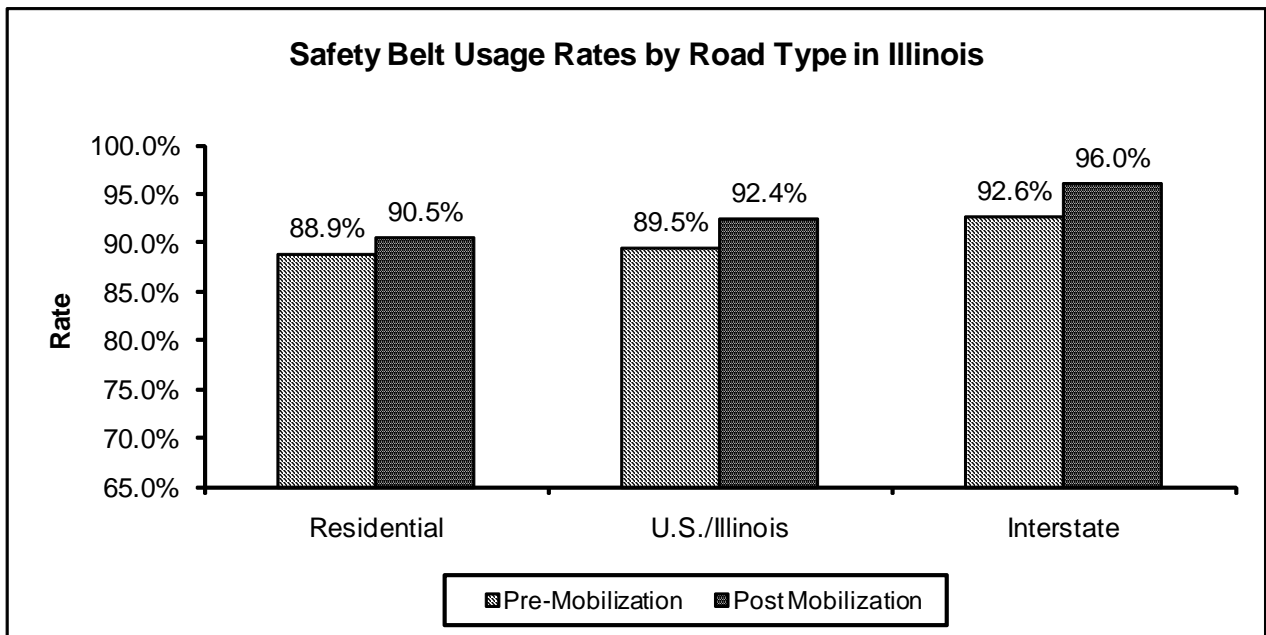
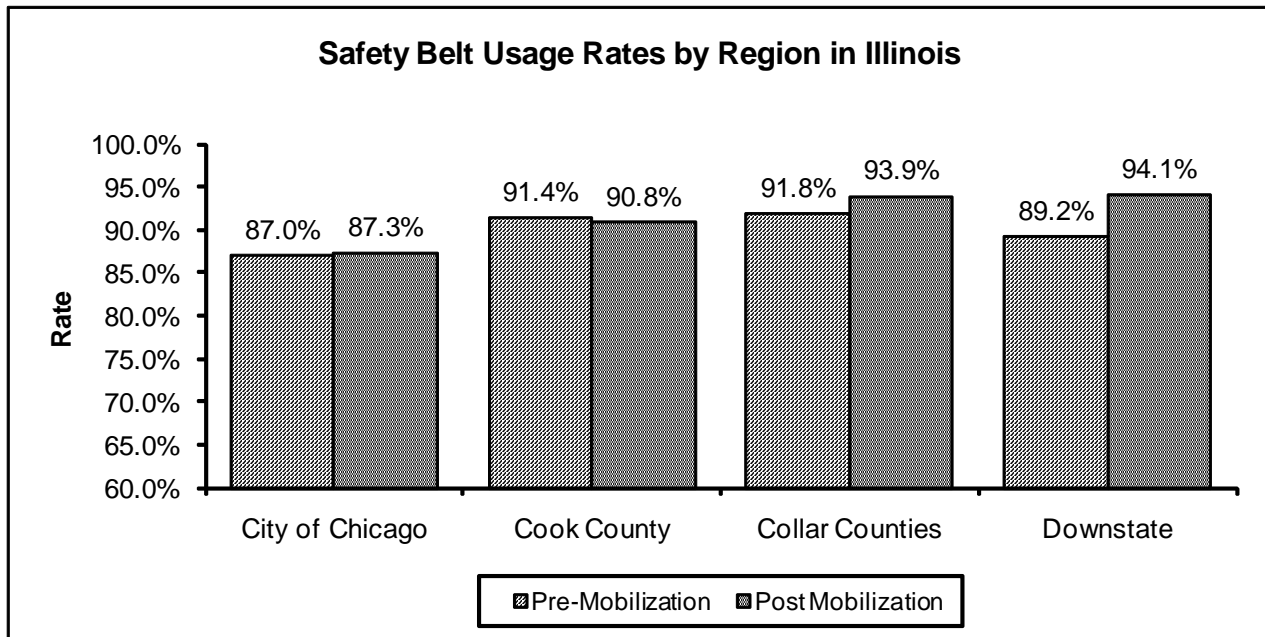
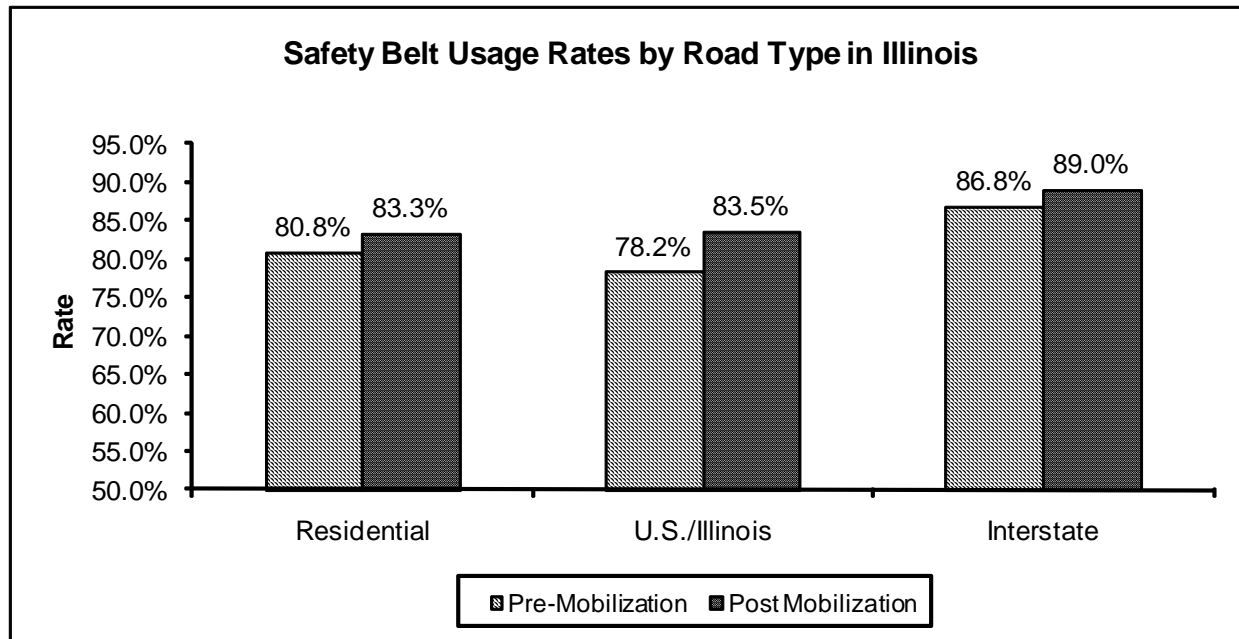
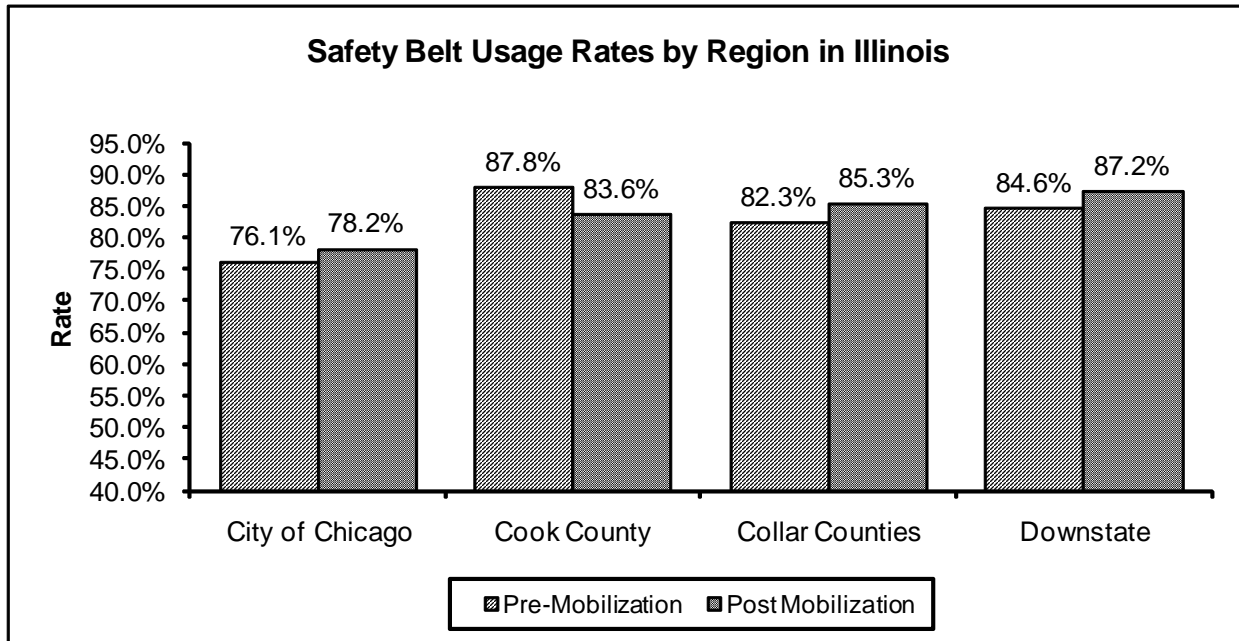


Figure 7
Pickup Truck Safety Belt Usage Rates in Illinois



Rural Observational Safety Belt Surveys

Survey Design

The recent safety belt survey was a statistical (multi-stage random) observational survey conducted within selected rural media markets on both high volume rural and low volume local roads and residential streets. The survey design was similar to the design of the statewide safety belt survey. The following steps were to select our 30 rural sites (later we reduced to 27 sites after we dropped Quincy, Evansville and Terre Haute media markets where three sites were located) to conduct the observational safety surveys:

1. Identified the counties within the selected media markets.
2. Combined all counties in to each media market (excluding Cook County and the Collar Counties).
3. Ranked each county in those media markets by total rural population (highest to lowest).
4. Added rural populations for each selected media market.
5. Computed proportions of each media market's rural population in comparison with the total rural population of the state (excluding Cook County and the Collar Counties) (FORMULA: $\text{selected media market's rural population} / \text{total state rural population}$)
6. Multiplied each proportion by 30 (30 represents the number of sites being conducted for this Rural Observational Survey).
7. Selected counties within each media market (selected 2 highest counties for media markets with 5 or more sites and only selected one (the highest) county for media markets with 3 or less sites), using the proportion to size method.
8. Inventoried all census tracts within the selected counties and randomly selected census tracts using the proportion to size method.
9. Inventoried the census blocks within the selected census tracts and selected a sample of blocks using the proportion to size method.
10. Identified these blocks on maps and determined types of roads within the selected blocks.
11. Selected road segments based on the types of roads (the majority of the IL/state county roads and high volume residential streets with the selected blocked were chosen to be surveyed).

Safety Belt Usage Rates in Rural Areas during the 2009 *Click It or Ticket* Campaign

Table 10 shows safety belt usage rates in rural areas throughout the State of Illinois during the 2009 CIOT campaign. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from April 27th to May 10th, while the post mobilization surveys were conducted from June 1st to 14th. The selected characteristics include the total safety belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 5,560 vehicles observed during the pre-mobilization, of which, 4,241 were passenger cars and 1,319 were pickup trucks. During the post mobilization, there were 5,340 total vehicles observed, of which, 3,961 were passenger cars and 1,379 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 87.6 percent during the pre-mobilization to 89.9 percent during the post mobilization. Based on seating position, the safety belt usage rate for drivers increased from 88.2 percent during the pre-mobilization to 89.7 percent during the post mobilization, while the safety belt usage rates for passengers increased from 84.9 percent during the pre-mobilization to 90.7 percent during the post mobilization. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Rockford media market had the second highest usage rate at 90.2 percent. The seat belt usage rate in the Peoria media market was 85.1 percent, while the lowest seat belt usage rate was in the Champaign media market at 80.8 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 5.6 percentage points in the Peoria media market. In the Champaign and Rockford media markets the usage rates increased by 2.2 percentage points and 1.1 percentage points respectively. On the other hand, the St. Louis media market had a decrease in seat belt use of 1.4 percentage points from the pre-mobilization survey to the post mobilization survey. On residential roads, there was an increase from 86.2 percent during the pre-mobilization to 88.4 percent during the post mobilization. On U.S./IL

Highways, the safety belt usage rate increased from 88.3 percent during the pre-mobilization to 90.7 percent during the post mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 89.3 percent during the pre-mobilization to 92.2 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 82.4 percent during the pre-mobilization to 83.8 percent during the post-mobilization resulting in a 1.4 percentage point increase. Based on seating position, the safety belt usage rate for drivers increased by 0.3 percentage points and for passengers the seat belt usage rate increased by 7.7 percentage points. During the pre-mobilization survey, the St. Louis media market had the highest seat belt usage rate at 87.9 percent. The seat belt usage rate in the Peoria media market was 85.1 percent and in the Rockford media market the seat belt usage rate was 82.4 percent. During the pre-mobilization survey, the media market which had the lowest seat belt usage rate was Champaign at 73.2 percent. During the post mobilization, the St. Louis media market had the highest usage rate at 86.2 percent. The Rockford media market and the Peoria media market had usage rates of 85.9 percent and 85.6 percent respectively. The Champaign media market had the lowest usage rate during the post mobilization at 77.1 percent. The safety belt usage rate for pickup truck occupants in the Champaign media market increased by 3.9 percentage points; in the Peoria media market the safety belt usage rate increased by 3.2 percentage points; and in the Rockford media market the safety belt usage rate increased by 0.8 percentage points. On the other hand, the safety belt usage rate in the St. Louis media market decreased by 1.7 percentage points. Based on road type, the safety belt usage rate for pickup truck occupants on residential roads increased from 78.6 percent during the pre-mobilization survey to 81.0 percent during the post mobilization survey resulting in a percentage point increase of 2.4. The seat belt usage rate on U.S./IL Highways increased from 84.6 percent during the pre-mobilization survey to 85.4 percent during the post mobilization survey resulting in a percentage point increase of 0.8.

**Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois
During the 2009 "Click It or Ticket" Rural Campaign**

| Selected Characteristics | (All Vehicles ²) | | | (Passenger Cars ³) | | | (Pickup Trucks ⁴) | | |
|-----------------------------|-------------------------------------|-------------------------------------|--|-------------------------------------|-------------------------------------|--|-------------------------------------|-------------------------------------|--|
| | Pre- Mobilization Survey 1 | Post Mobilization Survey 2 | % Change Pre and Post Surveys 3 | Pre- Mobilization Survey 4 | Post Mobilization Survey 5 | % Change Pre and Post Surveys 6 | Pre- Mobilization Survey 7 | Post Mobilization Survey 8 | % Change Pre and Post Surveys 9 |
| | Apr. 27th - May 10th | Jun. 1st-14th | | Apr. 27th - May 10th | Jun. 1st-14th | | Apr. 27th - May 10th | Jun. 1st-14th | |
| | N=5,560 | N=5,340 | | N=4,241 | N=3,961 | | N=1,319 | N=1,379 | |
| Total Usage Rate | 87.6% | 89.9% | 2.3% | 89.3% | 92.0% | 2.7% | 82.4% | 83.8% | 1.4% |
| Drivers | 88.2% | 89.7% | 1.5% | 89.7% | 91.9% | 2.2% | 83.3% | 83.6% | 0.3% |
| Passengers | 84.9% | 90.7% | 5.8% | 87.0% | 92.8% | 5.8% | 76.7% | 84.4% | 7.7% |
| Media Market | | | | | | | | | |
| Champaign | 80.8% | 83.4% | 2.6% | 83.0% | 86.1% | 3.1% | 73.2% | 77.1% | 3.9% |
| Peoria | 85.1% | 90.7% | 5.6% | 86.2% | 92.8% | 6.6% | 82.4% | 85.6% | 3.2% |
| Rockford | 90.2% | 91.3% | 1.1% | 91.3% | 92.6% | 1.3% | 85.1% | 85.9% | 0.8% |
| St. Louis | 93.9% | 92.5% | -1.4% | 96.1% | 94.8% | -1.3% | 87.9% | 86.2% | -1.7% |
| Road Type | | | | | | | | | |
| Residential | 86.2% | 88.4% | 2.2% | 89.0% | 91.4% | 2.4% | 78.6% | 81.0% | 2.4% |
| US/IL Highways | 88.3% | 90.7% | 2.4% | 89.4% | 92.4% | 3.0% | 84.6% | 85.4% | 0.8% |

1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.

3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.

4) Large trucks are excluded from the columns for pickup trucks.

Nighttime Observational Safety Belt Surveys

Survey Design

Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. Historically, it has been documented in the previous studies (NHTSA, 2007), that the night safety belt usage rate is significantly lower than the daytime usage rate. During the first two weeks of May 2009, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2008 *CIOT* high-visibility enforcement program. The determination of these 15 observational sites was based on the following criteria:

1. Safety belt enforcement zones were conducted around these sites
2. Sites had adequate light for observation at night.
3. There was a high volume of traffics in these sites
4. The daytime survey was conducted between 7:00AM - 6:30PM when the light was adequate for observation and the nighttime survey was conducted between 9:00PM - 11:00PM
5. The survey observations were restricted to front seat occupants (drivers and passengers) of cars, sport utility vehicles, taxis, vans and pickup trucks.
6. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.

Safety Belt Usage Rates at Nighttime during the 2009 “Click It or Ticket” Campaign

Table 11 shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre campaign survey, there were 10,069 observations during the day and 3,885 observations during the night. After the statewide campaign (media and enforcement), a total of 10,627 occupants were observed during the day and 4,594 occupants were observed during night.

Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (88.4 percent at night versus 91.5 percent at day during pre campaign and 90.9 percent at night versus 93.0 percent at day during post campaign), differences of 1.5 and 2.5 percentage points respectively. As expected the post campaign usage rate difference

between nighttime and daytime was smaller than that of the pre campaign usage rate difference.

Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post mobilization periods. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State. However, there is similarity of the current findings to a representative daytime and nighttime safety belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

Table 11: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2009 *Click It or Ticket* Campaign

| Selected Characteristics | Pre-Mobilization Survey | Pre-Mobilization Survey | Post Mobilization Survey | Post Mobilization Survey | % Change Pre and Post Daytime Surveys | % Change Pre and Post Nighttime Surveys |
|--------------------------|-------------------------|-------------------------|--------------------------|--------------------------|---------------------------------------|---|
| | Daytime | Nighttime | Daytime | Nighttime | | |
| | 1 | 2 | 3 | 4 | | |
| | Apr. 27th - May 10th | | Jun. 1st-14th | | | |
| | N=10,069 | N=3,885 | N=10,627 | N=4,594 | | |
| Total Usage Rate | 91.5% | 88.4% | 93.0% | 90.9% | 1.5% | 2.5% |
| Drivers | 92.3% | 88.8% | 93.3% | 91.5% | 1.0% | 2.7% |
| Passengers | 87.8% | 86.8% | 91.7% | 88.9% | 3.9% | 2.1% |
| Vehicle Type | | | | | | |
| Passenger Car | 92.3% | 89.0% | 93.7% | 91.8% | 1.4% | 2.8% |
| Pickup Truck | 86.6% | 84.3% | 88.4% | 84.7% | 1.8% | 0.4% |

TELEPHONE SURVEYS

The Illinois Statewide 2009 Memorial Day Weekend Seat Belt Enforcement and Media Campaign Surveys

Conducted for



Conducted by



**Survey Research Office
Center for State Policy and Leadership
University of Illinois at Springfield**

Summary Report

Field Interviewing: April, 2009 and June, 2009
Preliminary Excel Tables submitted: August 19, 2008
Summary Report Submitted: September 4, 2009

Written by

Richard Schuldt, Director, UIS/SRO

With assistance from

Mark Winland, Interviewing Lab Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct several statewide telephone surveys from April through September, 2009. The first survey was conducted in April (actually, very late March through early May) prior to the Memorial Day weekend (herein called the April survey), and the second was conducted in June, after the Memorial Day weekend (herein called the June survey). A third survey was contracted for September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the 2009 Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as will the September survey. The September survey will take place after a DUI enforcement campaign that occurs in a time period surrounding the 2009 Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this

campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

Our focus for this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the April “pre-test” and the June “post-test” surveys.

Methodology

The sampling methodology for the April and June surveys consisted of two components. One was a sample of the statewide general public, stratified by region and screened for licensed drivers. The target completion number for this component was 500 respondents in each survey. The other component was a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Again, we screened for licensed drivers. The target completion number for this supplemental component was 200 respondents in each survey.⁶ The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

For the statewide sample, the state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

For the “targeted rural sample,” the counties defined as “rural” were identified, and a random sample of telephone numbers within this aggregate area was purchased. More specifically, “rural Illinois” includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.; and Harrisburg-Paducah, Ky.

Actual field interviewing for the April survey was conducted from March 28 – May 9, 2009 with about 900 licensed drivers (896-929). Field interviewing for the June survey was conducted from May 30 through June 30 with about 800 licensed drivers (795-845).⁷

⁶ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. In 2007, 2008 and 2009, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report rather than presented in a separate report, as was the case in 2005 and 2006.

⁷ There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

The numbers of completions for each stratification and sample group are presented below for both the April and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

| | 2009 Seat Belt Pre-Test <u>April</u> | 2009 Seat Belt Post-Test <u>June</u> | estimated sampling errors** |
|---|---|---|--|
| <i>TOTAL surveyed</i> | 912* | 820 | |
| Statewide sample | 655 | 575 | +/- 3.8 to 4.1% |
| Chicago metro area | 395 | 363 | +/- 4.9 to 5.1% |
| <i>City of Chicago</i> | <i>209</i> | <i>165</i> | |
| <i>Chicago suburban counties</i> | <i>185</i> | <i>185</i> | |
| Downstate counties*** | 260 | 229 | +/- 6.1 to 6.5% |
| <i>North/central Illinois</i> | <i>131</i> | <i>100</i> | |
| <i>Southern Illinois</i> | <i>129</i> | <i>125</i> | |
| <i>Targeted rural supplement</i> | 257 | 244 | |
| Total “rural counties”**** | 442 | 412 | +/- 4.7 to 4.8% |

* These are mid-point numbers between the number who began the interview and the number who completed a full interview.

** Estimated sampling errors at the 95 percent confidence level

***Our goal was to divide the downstate counties sample roughly in half so that we could also analyze by north/central and southern Illinois.

****Includes relevant results (counties) from “downstate” portion of statewide sample

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.⁸ Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was 11 minutes for the April survey and 13 minutes for the June survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.⁹ The results for the “rural counties” consist

⁸ In earlier surveys, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing un-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. This practice accords with recent Pew Research studies.

⁹ The age categories used for weighting purposes are: up to 29 years old; 30s and 40s; and 50 and older. The statewide proportions for each age category were derived from data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the fourth year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directed interviewers to ask to speak to the youngest licensed

of those from the targeted rural supplement as well as interviews from the statewide sample from relevant “rural” counties. For these “rural county” results, the results were weighted by region (north/central vs. southern), gender, age and education.

Comments on Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative conducted surrounding Memorial Day weekend, 2009. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.¹⁰

Terminology and general format of the results to follow. Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for the Chicago metro area and the downstate area. Finally in each section, we comment on the results for the “targeted rural counties.” Note that this includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample.¹¹

The Excel file. The full results are presented in the **IDOT 2009 Mem Day Seat Belt State 3Regions Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results
- the statewide regional results for *the metro Chicago area* and *“downstate”*
- and the results for *the “targeted rural counties”*

These worksheets contain results for each of the two surveys and include the percentage point changes from the April to June surveys.¹² They also include a demographic portrait of the group(s) being analyzed.

Time frame in recall question wording. The time frame in the recall questions in the April survey and for the June survey completions is that of “the past 30 days.”

Demographic comparisons of the April and June samples. Before reporting the seat belt-related results, it is worth noting that the statewide April and June 2009 samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we were assured of similarity between the two samples for region, gender, age (in terms of 3 categories) and education level. Within this context of overall similarity, a few differences are worth noting.

driver three-quarters of the time through 2008 and every time in 2009. It is the second year that we have used an education weight.

¹⁰ When the decimal is .5, we round to the even integer.

The biggest difference in the April and June weighted statewide demographics appears to be for self-described type of community, where the June state sample has relatively fewer describing themselves from a suburb (31% vs. 36% in April). The June sample also has somewhat more respondents from households earning between \$60,000 and \$75,000 a year (11% vs. 8%) and more than \$100,000 a year (21% vs. 17%) than the April sample – and somewhat fewer households earning between \$30,000 to \$45,000 (13% vs. 10%). And, fewer June than April respondents reported there were two household members at least 16 years old (46% vs. 50%) while somewhat more reported one such household member (25% vs. 22%).

Because results for “targeted rural counties” are based on the supplemental rural sample as well as relevant counties of the downstate portion of the statewide sample, it is also worth comparing the April and June demographics for these respondents as well (from the statewide portion as well as from the supplemental portion). Again, it is not surprising that we find a great deal of similarity across the characteristics by which we weighted. This includes area of state (north/central vs. southern Illinois), gender, age (in terms of 3 categories), and education level.

The biggest difference in the April and June weighted rural county demographics appears for number of household members 16 and over, household income, and employment status.

For number of household members at least 16 years old: Fewer June than April respondents reported there were two household members at least 16 years old (47% vs. 53%) while more June respondents reported both one such household member (27% vs. 23.5%) and three such members (17% vs. 13%).

For household income: From April to June, the five lowest household income categories all show small declines while the two highest income categories show an increase. The result is that the proportion reporting household incomes of \$75,000 a year or more rises from just under 29 percent in April to just over 33 percent in June.

For employment status: The June sample has somewhat fewer respondents with full-time work (40% vs. 45%) and also fewer who are retired (23% vs. 26%). At the same time, the June sample has more who have part-time work (nearly 9% vs. 5%) and more who are not working now (nearly 9% vs. nearly 6%). Here, it should be noted that at least some of these differences regarding employment status no doubt reflect actual changes that occurred from April to June.

RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the reported incidence of wearing a seat belt increases a bit from the April survey to the June survey – with the percent reporting they wear a seat belt “all of the time” increasing just over 3 percentage points, from 88.5 to 91.6 percent. Most of the decline occurs for those reporting “most of the time” (7.1% to 4.4%).¹³

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” increased a bit, from 88 percent in April to nearly 92 percent in June. This was accompanied by a decrease in the percent who said “most of the time” (almost 8% to nearly 4%).

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” increased slightly – from just over 89 percent to just over 91 percent. Here, the percent who said “most of the time” is stable at between 5 and 6 percent in both surveys.

And, in the “targeted rural counties,” the percent who indicated wearing their seat belt “all the time” is stable at about 89 percent – as is the percent who said “most of the time” (7%).

When was the last time you did not wear your seat belt when driving? Altogether, the results for this question are very similar between April and June. In each survey, about 78 percent indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) while about one in ten (11%) indicated they had not worn a seat belt either in the past day or in the past week.

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) is stable at 79 percent in both surveys. A small increase is found in the percent who either said in the last day or past week (just over 9 percent to just over 11 percent).

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) shows a small decrease, from 78 percent in April to nearly 76 percent in June. Also showing a decrease is the percent who said either in the last day or past week (just over 13 percent to just over 10 percent).

And, in the “targeted rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) dropped by 5 percentage points, from just over 76 percent in April to just over 71 percent in June. Most of this decrease is accounted for by the increase that is seen in those who said in the past year (nearly 2 percent to nearly 5 percent).

When asked “*why they did not wear a seat belt the last time*,” by far the most frequent reason given by statewide respondents in both the April and June surveys was that the respondent was driving a short distance (nearly 50% in each of the two surveys). The next most

¹³ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

frequent reason is that the respondent forgot or was distracted (16% in April and 19.5% in June). In the April survey, the reason “not in the habit /just don’t like them” was also identified by more than one-tenth of the relevant respondents (13%).

In each of the three area regions being analyzed, the most frequent reason given for not wearing a seat belt is that the respondent was driving a short distance or driving in town. Generally, about 40 to 50 percent of all relevant respondents offered this response, with the exception of the downstate respondents in the April survey where this percentage climbs to just under 70 percent. In the June survey, one-fifth to one-quarter of the relevant respondents in each of the regions said they forgot or were distracted.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Here, the April and June results are very similar. The statewide percent who indicated their use of seat belts has increased over the past 30 days is 3 percent in both April and June; the percent who said their use decreased is negligible in both surveys; and the percent who said their use stayed the same increased just slightly, from nearly 95 percent to nearly 97 percent.

In the metro Chicago area, the percent who indicated their use of seat belts had increased over the past 30 days is stable at about 3 percent in both surveys.

In the downstate sample portion, the percent who indicated their use of seat belts had increased was also stable – and also at about 3 percent.

And, in the “targeted rural counties,” the percent who indicated their seat belt usage had increased shows a very slight increase, from just under 4 percent in April to just over 5 percent in June.

Have you ever received a ticket for not wearing a seat belt? The statewide percent who indicated having ever received a ticket for not wearing a seat belt is about 11 percent in both the April and the June surveys.

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt is about 11 percent in both surveys.

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt is also at about 11 percent in both surveys.

And, in the “targeted rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt shows a small increase of just over 9 percent in April to just under 11 percent in June.

When riding in a car as passenger, how often do you wear your seat belt? The reported incidence of wearing a seat belt while a passenger in a car is similar in both surveys. The percent who said they use their passenger seat belts “all of the time” declined just slightly, from nearly 85 percent in April to just over 83 percent in June – and the percent who said they wear a seat belt either “all” or “most” of the time is in the range of 93 to 94 percent for both

surveys. At the other extreme, about 2 percent in both surveys said they wear a passenger seat belt either “rarely” or “never.”

In the metro Chicago area, the percent who indicated they wear a seat belt as a passenger “all of the time” is in the range of 83 to 85 percent in both surveys – while another 9 percent in both surveys indicated they wear one “most of the time.”

In the downstate sample portion, the percent who indicated they wear a seat belt as a passenger “all of the time” is in the range of 83 to 84 percent in both surveys – while another 9 to 10 percent indicated they wear one “most of the time.”

In the “targeted rural counties,” the percentage who indicated they wear a seat belt as a passenger “all of the time” shows a small decrease – from nearly 82 percent in April to just under 80 percent in June – while the percent who indicated wearing one “most of the time” shows a small increase – from just under 10 percent in April to over 12 percent in June.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Nearly every statewide respondent in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (97% in April and 98% in June).

By region. The awareness level is in the 97 to 98 percent range in all regions in both surveys – with the exception of the downstate April awareness level, which stood at 95 percent.

Primary enforcement: awareness and opinions. *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* Just over eight of ten (82%) statewide April respondents indicated that police can stop a vehicle just for a seat belt violation, and this awareness of primary enforcement increased to 86 percent in the June survey.

In the metro Chicago area, the percent who indicated being aware of primary enforcement increased somewhat -- from nearly 83 percent in the April survey to just over 86 percent in the June survey.

In the downstate sample portion, the percent who indicated being aware of primary enforcement increased from just over 81 percent in April to nearly 86 percent in June.

And, in the “targeted rural counties,” the percentage who indicated being aware of primary enforcement increased only slightly -- from just over 83 percent in the April survey to just over 84 percent in the June survey.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? About seven in ten respondents in both the April (69%) and June (70%) surveys believe police should be allowed to stop a vehicle for seat violations without another traffic law violation.

In the metro Chicago area, about three-quarters of respondents in both surveys believe police should have primary enforcement powers here (74% in April, 75.5% in June).

In the downstate sample portion, substantially fewer believe police should have primary enforcement powers here – about 59 percent in both surveys.

And, in the “targeted rural counties,” the percent who believe police should have primary enforcement powers here increased from just over 61 percent in the April survey to over 65 percent in the June survey.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Over nine in ten statewide respondents in both surveys indicated that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats (nearly 95% in April and 92% in June).

In the metro Chicago area, this percentage is nearly 96 percent in the April survey and only slightly lower (93%) in the June survey. In the downstate sample portion, this percentage is nearly 93 percent in April and a slightly lower 90 percent in June. And, in the “targeted rural counties,” this percentage is also nearly 93 percent in April and 90 percent in June.

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agree or disagree with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. The statewide percentage of respondents who disagreed (to any extent) with this statement increased slightly from just over 62 percent in April to nearly 67 percent in June. Further examination shows that this increase is a result of an increase in the proportion who “strongly disagree” (43% in April to 48% in June).

In the metro Chicago area, the total disagree percentage increases from almost 63 percent in April to nearly 69 percent in June. And, this is all a function of the increase in the percent who “strongly disagree” (just over 45 percent to just over 52 percent).

In the downstate sample portion, the total percent who disagree is about 62 percent in both surveys, and the percent who “strongly disagree” is nearly 40 percent in both surveys.

In the “rural counties,” the total percent who disagree dropped from about 65 percent in April to just under 60 percent in June. The percent who “strongly disagree” is about 40 percent in both surveys (just over 41 percent in April and just under 40 percent in June).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Statewide, the percent who “strongly agree” that they would want to have their seat belt on if they were in an accident is about 86 percent in both surveys. The proportion who agree to any extent is in the 94 to 96 percent range.

In the metro Chicago area, the proportion who “strongly agree” with the statement is about 88 percent in both surveys, and the percent who agree to any extent is 95 to 96 percent.

In the downstate sample portion, the proportion who “strongly agree” decreased slightly from nearly 83 percent in the April survey to over 80 percent in the June survey. The total percent who agree to any extent is quite stable at 93 to 94 percent.

And, in the “targeted rural counties,” the proportion who “strongly agree” dropped from nearly 83 percent in April to just over 78 percent in June. But, the total proportion who agree is quite stable at 93 to 94 percent in both surveys.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The percent of statewide respondents who “strongly disagree” with this statement increased from 69 percent in June to nearly 77 percent in June. Meanwhile, the percent who disagree at all (either strongly or somewhat) is quite stable, increasing only from 88 percent in April to nearly 90 percent in June.

In the metro Chicago area, the percent who “strongly disagree” increased substantially from April to June -- from 67 percent to 78 percent – an increase of over 10 percentage points. Because the percent who “somewhat disagree” declined by 8 percentage points, the total percent who disagreed shows a much more modest increase from April to June (86% to 89%).

In the downstate sample portion, the percent who “strongly disagree” is stable at 74 percent in both surveys, while the total percent who disagree declined just slightly, from nearly 92 percent in April to just over 89 percent in June.

In the “rural counties,” the percent who “strongly disagree” declined from nearly 76 percent in April to just under 71 percent in June. The total percent who disagree to any extent shows a small decline from April to June, going from nearly 90 percent to 87 percent.

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents’ perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be “very likely” decreased a bit, from 41 percent in April to 38 percent in June. However, the total

percent who indicated either “very likely” or “somewhat likely” actually increased just slightly, from 64 percent in April to 66 percent in June. The total percent who indicated either “very unlikely” or “somewhat unlikely” decreased from 30 percent in April to 26 percent in June.

In the metro Chicago area, the percent who said “very likely” decreased from nearly 39 percent in April to under 32 percent in June. At the same time, the percent who said “somewhat likely” increased by 10 percentage points – from 19 percent in April to 29 percent in June. So, the total percent who said “very” or “somewhat” likely actually increased slightly – from 58 percent in April to nearly 61 percent in June. The percent who said “somewhat unlikely” dropped from 19 percent in April to 13 percent in June, while the percent who said “very unlikely” was quite stable at 17 to 18 percent.

In the downstate sample portion, the percentage who said “very likely” increased from 45 percent in April to 50 percent in June. Since this was accompanied by a corresponding drop in the percent who said “somewhat likely,” the total percent who said either “very” or “somewhat” likely is 77 percent in both surveys. The percent who said “somewhat unlikely” increased a bit (from nearly 7% to 10%) while the percent who said “very unlikely” dropped by 5 percentage points (from under 12% to under 7%).

And, in the “targeted rural counties,” the percentage who said “very likely” increased from 46 percent in April to almost 54 percent in June – an increase of nearly 8 percentage points. Since this was accompanied by a 9 percentage-point decrease in the percent who said “somewhat likely,” the total percent who said either “very” or “somewhat” likely is just under three-quarters for both surveys (around 74%). The total percent who said either “very” or “somewhat” unlikely decreased slightly, from 20 percent in April to nearly 18 percent in June. And here, it is worth noting that the percent who did not know increased from just over 5 percent in April to nearly 9 percent in June.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Statewide, the percent who strongly disagree with this statement increased from nearly 25 percent in April to nearly 30 percent in June. The percent who disagreed to any extent (strongly or somewhat) increased by less (41% to 44%).

In the metro Chicago area, the percent who disagree to any extent with this is about 39 percent in both April and June, but the percent who “strongly disagree” increased from 22 percent in April to nearly 28 percent in June. In each survey, just over one-third agree while just over one-quarter don’t know.

In the downstate sample portion, the proportion who disagree to any extent increases from nearly 46 percent in April to nearly 53 percent in June, with the increase split between those who “strongly agree” (29% to 33%) and those who “somewhat disagree” (17% to 20%). The total percent who agree is quite stable at about 26 to 27 percent, with differing but small trends present for those who “strongly agree” (11% to 7%) and those who “somewhat agree” (16% to 19%). Here, the percent who didn’t know decreased by 6 percentage points, going from 27 percent in April to 21 percent in June.

In the “targeted rural counties,” there is a small increase in the total percent who disagree to any extent with this statement (just under 47% in April to over 50% in June). This is nearly

all the product of the increase in the percent who “strongly disagree” (just over 27% in April to just under 31% in June). Also, somewhat fewer June than April respondents indicated they do not know (24% vs. 27%).

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, there was an increase from April to June in the total proportion who agree, from 36 percent in April to 40 percent in June. This increase is a function of the increase in those who said they “strongly agree” (19% to just over 24%).

In the metro Chicago area, the percent who strongly agree increased somewhat, from 17 percent in April to 21 percent in June. And, the total percent who agreed increased by a bit less, from 33 percent in April to just under 36 percent in June. About half of the respondents in both surveys did not know.

In the downstate sample portion, the percent who “strongly agree” increased by 7 percentage points, from 23 percent in April to 30 percent in June. The total percent who agreed increased by nearly the same amount (43% to 49%). Meanwhile, the percent who said they didn’t know decreased from 43 percent in April to 37 percent in June.

In the “targeted rural counties,” the percent who “strongly agree” increased from 21 percent in April to 26 percent in June, as did the total percent who agreed to any extent (38% to 43%). A declines is found for those who “somewhat disagree” (10% to 6%) – and for those who expressed any extent of disagreement (15% to 10%). Just under half (about 47%) in both surveys did not know.

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. Results for this importance-of-enforcement question are similar in the April and June surveys – with just over six in ten “strongly” agreeing (range of 62-63%) and percentages in the range of 84 to 86 percent expressing any degree of agreement (strongly or somewhat). Just over one in twenty (6%) “strongly” disagree in both surveys.

In the metro Chicago area, the percent who agree to any extent with this statement declined just slightly – from 88 percent in April to 86 percent in June. And, the percent who “strongly agree” is stable at 68 percent.

In the downstate sample portion, the percent who agree to any extent also declined slightly – from 83 percent in April to 81 percent in June. The percent who “strongly agree” shows a larger drop -- from 55 percent to 51 percent. Differing but rather small trends are found for the two disagree responses, with a very modest increase found for “somewhat disagree” (29% to 33%) and a decrease of even smaller magnitude for “strongly disagree” (8.5% to 6%).

In the “targeted rural counties,” the total percent who agree to any extent with this statement also decreased a bit – from just over 84 percent in April to just under 82 percent in June. This was a function of the decrease in those who “somewhat agree” (25% to just under 23%). The percent who “strongly agree” is stable at 59 percent.

Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? This question came near the end of the set of interview questions that related to seat belts, and the April and June statewide results are found to be similar. The proportion who said “very important” is just over 58 percent in both surveys, and another 18 percent said “fairly important” -- for a total of just over three-quarters who said either “very” or “fairly” important in both surveys.

In the metro Chicago area, the percent who said stricter enforcement is “very important” is quite stable, declining only from nearly 64 percent in April to 62 percent in June. The percent who said it is either “very” or “fairly important” is 79 to 80 percent in both surveys – while about 12 to 13 percent said “somewhat important” and about 7 percent said “not that important.”

In the downstate sample portion, the percent who said “very important” increased a bit, from 49 percent in April to 52 percent in June. The percent who said either “very” or “fairly important” shows a similar increase (69% to 73%). Meanwhile, a sizeable decrease of 9 percent points is found for those who said “somewhat important” (20% to 11%) while a modest increase is found for those who said “not that important” (10% to just under 14%).

In the “targeted rural counties,” the overall results for this question are quite stable in the two surveys – with about 54 to 56 percent saying it is “very important” and 73 to 75 percent saying it is either “very” or “fairly” important. About 12 to 13 percent say it is “somewhat important” while just over 10 to just under 13 percent say it is “not that important.”

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” increased by 17 percent points from April to June, going from 17 percent in the April survey to one-third (34%) in the June survey.

In the metro Chicago area, the percent who indicated seeing/hearing special efforts more than doubled, going from 13 percent in April to 32 percent in June.

In the downstate sample portion, this percent increased by double-digits, going from 23 percent in April to 36 percent in June.

And, in the “targeted rural counties,” this percent also increased by double-digits, going from 23 percent in April to 37 percent in June.

Of those June respondents who indicated having seen or heard of these special efforts, more statewide respondents reported being exposed to them through television (48%) than through radio (32%) or the newspaper (31%). Fewer of them expressed being exposed through friends and relatives (26%).¹⁴

Those exposed through television were somewhat more likely to be exposed through commercials than through news stories (71% and 51%, respectively). By an even larger margin, this is true for those exposed through radio (72% through commercials, 39% through news). The reverse is true for those exposed through newspapers (69% for news stories and 42% for commercials).

For these June metro Chicago respondents who have seen/heard, exposure through television (54%) is higher than that through radio (38%). At lower levels are exposure through friends/relatives (23%) and newspapers (18%).

For these June respondents in the downstate sample who have seen/heard, exposure through newspapers (45%), friends/relatives (40%) and television (40%) are close – followed by exposure through radio (23%).

For these June respondents in “targeted rural counties,” who have seen/heard, exposure through newspapers (40%), friends/relatives (37%) and television (36%) are very close – followed quite closely by exposure through radio (29%).

For those exposed through newspapers in these rural counties, exposure through news stories is far more prevalent than through commercials (87% vs. 28%). And, this is also the case for *those exposed through television* (70% vs. 45%). But for *those exposed through radio,* exposure through commercials is on par with through news stories (55% for each).

Unlike their counterparts in the rural counties, Chicago metro area respondents exposed *through both television and radio* indicated more exposure through commercials than through news stories (75% vs. 45% for television; 79% vs. 36% for radio).

Awareness of police working at night to enforce seat belt laws. The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt laws*” increased from almost 10 percent in April to 15 percent in June.

In the metro Chicago area, the percent who indicated seeing/hearing anything here almost doubled from 8 percent in April to 14 percent in June.

In the downstate sample portion, this percent increased modestly, from nearly 13 percent in April to nearly 17 percent in June.

And, in the “targeted rural counties,” this percent increased quite substantially, going from nearly 11 percent in April to 18 percent in June.

¹⁴ We focus here on the June respondents since this was the seat belt “post-test” survey.

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” increased from nearly one-quarter (24%) in April to one-third in June (34%).¹⁵

In the metro Chicago area, the percent who indicated seeing/hearing anything about setting up safety checks increased substantially, going from 22 percent in April to 32 percent in June.

In the downstate sample portion, this percent also increased substantially, going from 27 percent in April to 37 percent in June.

And, in the “targeted rural counties,” this percent again increased substantially, going from 27 percent in April to 40 percent in June.

Of those June respondents who indicated being aware of roadside safety checks, statewide respondents most frequently reported hearing about them through friends and relatives (34%) followed by television (28%) and newspapers (25%) -- and then radio (20%).

For both television and newspapers, those who were exposed through news stories surpassed those exposed through advertisements (72% vs. 43% for television; 72% vs. 31% for newspapers). For radio, the reverse was true (59% for commercials vs. 38% for news stories).

For these June metro Chicago respondents who were aware of roadside safety checks, exposure through friends/relatives (34%) is higher than exposure than through radio (26%) or television (25%). Exposure through newspapers follows (17%).

For these June respondents in the downstate sample who are aware of these checks, exposure through newspapers (45%), friends/relatives (35%) and television (33%) are quite close – followed distantly by exposure through radio (10%).

And for these June respondents in “targeted rural counties” who are aware of these checks, exposure through newspapers (41%) is more frequent than exposure through friends/relatives (32%) or television (30%), with exposure through radio somewhat less (23%).

For those exposed through the three mass media sources in these rural counties, exposure through news stories is more prevalent than through commercials for each of these sources. The prevalence of news stories over commercials is particularly apparent for newspapers (86% vs. 17%) and also for television (72% vs. 32%). It is less so for radio (57% vs. 48%). (Because of the small numbers of relevant respondents, we will not comment on these results for the other two regions.)

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had **personally seen such checks** increased a bit from 39 percent in April to nearly 44 percent in June. [It should be noted that a decline from April to June, in some sense, would not be surprising here because the June post-test results come from a broader

¹⁵ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. Yet, this is not what we observe.]

For these respondents who had seen/heard about checks in the metro Chicago area, the percent who indicated personally seeing these checks increased a bit, from 51 to 55 percent.

For these respondents who had seen/heard about checks in the downstate sample portion, the percent who indicated personally seeing these checks increased from 22 percent in April to 28 percent in June.

And, for these respondents who had seen/heard about checks in the “rural counties,” the percent who indicated personally seeing these checks increased from 29 percent in April to just over 34 percent in June.

When the reports of actually seeing a roadside check are based on all sample members (and not just those who are aware of such), we find that the statewide percent who have seen a roadside safety check increased from just over 9 percent in April to nearly 15 percent in June.

Based on all sample members, this increase in the percent who have seen a roadside safety check is from 11 percent in April to 17 percent in June for the Chicago metro area. For the downstate sample portion, this increase is from 6 percent in April to nearly 11 percent in June. And, for the “targeted rural counties,” this increase is from 8 percent in April to 14 percent in June.

When *those who had personally seen a roadside check* were asked **whether they have “personally been through a roadside check in the past thirty days, either as a driver or as a passenger,”** the statewide results show an increase from 43 percent in the April survey to 55 percent in the June survey.

In terms of total sample members, this translates into a small percentage-point increase in the statewide percent who said they had personally been through a roadside check, from just under 4 percent in April to 6.5 percent in June.

By region – and again in terms of total sample members, the proportion who reported personally going through a road-side safety check: increases from under 6 percent to 9.5 percent in the Chicago metro region; increases from 1.3 percent to 3 percent for downstate respondents; and increases from just over 2 percent to nearly 5 percent for the “targeted rural counties.”

Awareness of messages to encourage people to wear seat belts. The statewide percent who indicated that, “*in the past thirty days*,” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 59 percent in the April pre-test survey to 69 percent in the June post-test survey.

In the Chicago metro region, the percent who indicating hearing/seeing these messages increased from 58 percent in April to 68 percent in June – an increase of 10 percentage points.

In the downstate sample, the percent who had seen/heard these messages increased from almost 60 percent in April to 71 percent in June – an increase of 11 percentage points.

And, in the “targeted rural counties,” this percent increased from 61 percent in April to 69 percent in June – an increase of nearly 8 percentage points.

Of those June respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (67%) than radio (34%). And fewer indicated exposure through newspapers (17%) and friends/relatives (16%). However, reported exposure was greatest through billboards / road signs (73%).¹⁶

For those statewide respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (80% vs. 28% for television; 85% vs. 22% for radio). The reverse was true for those exposed through newspapers (68% for news vs. 45% for advertisements).

For these June metro Chicago respondents who had seen/heard these messages, exposure through billboards/road signs (71%) is somewhat greater than exposure through television (64%). Following is exposure through the radio (37%) and then, far back, exposure through friends/relatives (14%) and newspapers (14%).

For these June respondents in the downstate sample who had see/heard these messages, exposure through billboards/road signs (78%) is somewhat more than exposure through television (72%). Distantly following is exposure through radio (29%), the newspapers (22%), and exposure through friends/relatives (20%).

For these June respondents in “rural counties” who had seen/heard these messages, exposure through billboards/road signs (75%) is somewhat more than exposure through television (65%). Distantly following is exposure through the radio (32%), then through newspapers (25%), and then through friends/relatives (14%).

In each of the three regions analyzed, as in the state as a whole, those who indicated exposure through television and radio were far more likely to say they had been exposed to these messages through advertisements than through news stories. In contrast, those who indicated exposure through newspapers were more likely to say they had been exposed through news stories than through advertisements.

*Those who had seen or heard messages encouraging people to wear seat belts were asked **whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.”** The statewide percent of *these respondents* choosing “more than usual” more than doubled from April to June (12% to 26%).*

The metro Chicago percent of these respondents choosing “more than usual” more than doubled, going from 12 percent in April to 32 percent in June.

The percent of these respondents in the downstate sample choosing “more than usual” increased from 11 percent to 15 percent.

¹⁶ In contrast to earlier surveys, the interviews in 2006 through 2008 – as well as the June 2009 interviews -- explicitly asked about exposure through billboards / road signs because this source had, by far, been the most frequently-mentioned item to the “other” source question at the end of this series. Not surprisingly, this explicit question increased reports of exposure through billboards/road signs substantially. When the billboard/road sign option is not explicitly asked (such as in April 2009), the “other” percentage is substantially higher, with most of these comments relating to this source.

And, the percent of these respondents in “targeted rural counties” choosing “more than usual” almost doubled, increasing from 10 percent in April to 18 percent in June.

Awareness of other activities that encouraged people to wear seat belts. The statewide percent who indicated that, “in the past thirty days,” they had seen or heard other activities that encouraged people to wear their seat belts borders decreased from 12 percent in April to 6 percent in June. For every region analyzed, this percentage is in the range of 5 to 8 percent.

Awareness of selected traffic safety slogans

The statewide June results and April-to-June 2009 trends. Respondents were asked about their awareness of sixteen selected traffic safety “slogans,” presented in a random order. Two relate to seat belts, with one being the recent campaign slogan of “Click It or Ticket.”

We first list the statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the recent seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with nearly 91 percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was sixth in awareness, with 44 percent expressing awareness. It should also be noted that the DUI-related slogan currently being used in Illinois, “You drink and drive. You lose,” is third in awareness, at just under three-quarters (73.5%). Continuing to be of interest, a slogan which has not recently been used – “Friends don’t let friends drive drunk” – continues to rank second in awareness, here with nearly eight in ten (79%) expressing awareness.

Table Slogans-1. Awareness Levels in June 2009

| Order | Slogan | June level |
|-------|--|--------------|
| 1 | Click It or Ticket | 90.7% |
| 2 | Friends don’t let friends drive drunk | 79.1% |
| 3 | You drink and drive. You lose. | 73.5% |
| 4 | Drive smart. Drive sober. | 51.2% |
| 5 | Police in Illinois arrest drunk drivers | 45.5% |
| 6 | Buckle Up America | 44.3% |
| 7 | Drive hammered, get nailed. | 29.7% |
| 8 | Drunk Driving. Over the Limit. Under Arrest | 28.8% |
| 9 | Cells phones save lives. Pull over and report a drunken driver | 27.4% |
| 10 | Wanna drink and drive, police in Illinois will show you the bars ... | 25.6% |
| 11 | Drink and drive? Police in Illinois have your number | 23.2% |
| 12 | Children in back | 13.7% |
| 13 | Step away from your vehicle | 13.1% |
| 14 | Smart motorists always respect trucks | 10.0% |
| 15 | Checkpoint Strikeforce | 7.0% |
| 16 | Operation A-B-C | 2.8% |

We next list the slogans in order of the statewide April-to-June awareness percentage point change in Table Slogans-2. Here we see that only three slogans show increases in awareness from April to June – with the largest increase being for the slogan of “Click It or Ticket,” albeit being a small percentage point increase (+2.6 percentage points).

Now, it should be remembered that the “Click It or Ticket” slogan started with a higher April awareness level than every other slogan, thus by definition having a more limited potential for a percentage point increase. When we consider the increase in awareness levels *based on the potential increase*, we find that the “Click It or Ticket” slogan has, by far, the greatest proportional increase based on its potential (22% of its potential increase compared to less than 2% for the other two slogans with awareness increases).

Regional April and June results for the “Click It or Ticket” slogan. Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness levels for this slogan are very similar across the three analysis regions – with the downstate region showing just slightly more awareness: the metro Chicago area (90.3%), the downstate area (91.6%), and the targeted rural counties (89.5%). This is also the case with the April awareness – at slightly lower levels: the metro Chicago area (87.3%), the downstate area (89.9%), and the targeted rural counties (87.4%). Therefore, it is not surprising that the changes from April to June are also very similar: the Chicago metro area (+3.0% points), the downstate area (+1.7% points), and the targeted rural counties (+2.1% points).

Table Slogans-2. Change in Awareness Levels, April to June 2009

| Slogan | April | June | Change | Change as % of potential |
|---|-------|-------|--------|--------------------------|
| Click It or Ticket | 88.1% | 90.7% | 2.6% | 21.8% |
| Buckle Up America | 43.4% | 44.3% | 0.9% | 1.6% |
| Smart motorists always respect trucks. | 9.2% | 10.0% | 0.8% | 0.9% |
| Drink and Drive? Police in Illinois have your number. | 23.4% | 23.2% | -0.2% | --- |
| Step Away from your Vehicle | 13.7% | 13.1% | -0.6% | --- |
| Friends Don't Let Friends Drive Drunk | 79.8% | 79.1% | -0.7% | --- |
| Wanna drink and drive? Police in Illinois will show you the bars. | 27.4% | 25.6% | -1.8% | --- |
| Operation A-B-C | 5.0% | 2.8% | -2.2% | --- |
| Cell phones save lives. Pull over and report a drunk driver. | 30.9% | 27.4% | -3.5% | --- |
| Drunk Driving. Over the Limit. Under Arrest. | 32.9% | 28.8% | -4.1% | --- |
| You Drink and Drive. You Lose | 78.2% | 73.5% | -4.7% | --- |
| Checkpoint Strikeforce | 12.0% | 7.0% | -5.0% | --- |
| Drive Hammered ... Get Nailed! | 34.9% | 29.7% | -5.2% | --- |
| Police in Illinois Arrest Drunk Drivers. | 51.0% | 45.5% | -5.5% | --- |

| | | | | |
|---------------------------|-------|-------|-------|-----|
| Children in Back | 19.8% | 13.7% | -6.1% | --- |
| Drive smart, drive sober. | 58.1% | 51.2% | -6.9% | --- |

The 2002 through 2009 trends. Because there were media/enforcement campaigns going back to calendar year 2002 for which we have pre-test and post-test information, it is worth presenting the full cross-sectional trend results. These are presented in Table Slogans-3.¹⁷

Focusing on the “Click It or Ticket” slogan, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent. By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

It had again declined to 67 percent in the April 2003 pre-test and then increased substantially to 85 percent in the June 2003 post-test, after the Memorial Day holiday campaign. A July 2003 survey shows only a slight decline in awareness to 83 percent, and a small increase in awareness then occurred between mid-summer of 2003 and the January 2004 survey (87%).

By April 2004, this awareness had declined slightly, back basically to the mid-summer 2003 level (84%). Awareness increased to 90 percent in July 2004, after the late Spring 2004 campaign, and then declined only slightly to 88 percent in the September 2004 survey.

By April of 2005, awareness had declined to 81 percent but then jumped to 91 percent, its highest level thus far, in June – after the Memorial Day Weekend 2005 campaign. By September of 2005, awareness had declined somewhat, to 87 percent (about the level found in September 2004).

By April of 2006, awareness had again declined somewhat from the previous Fall to 84 percent. After the Memorial Day Weekend 2006 campaign, it then increased again to 91 percent in June. And by September 2006, awareness had declined somewhat, to 88 percent.

Thus, *for the three years from 2004 through 2006*, there was a similar pattern for the “Click It or Ticket” slogan: awareness dropped from the high 80-percent level (87-88%) in the previous Fall/Winter to the low-to-mid 80 percent level in the Spring just prior to the Memorial Day campaign (81-84%) – and then increased to about 90 percent soon after this campaign (90-91%).

However, in April of 2007, awareness of the slogan started at a level slightly ahead (basically on par) with the level of the previous Fall (89% vs. 88%). Awareness then increased to its highest level measured yet, 94 percent, in the June 2007 survey, after the Memorial Day media/enforcement campaign. It then decreased to 90 percent in September.

Like 2007, the April 2008 awareness level was at 89 percent – and the June 2008 awareness level was at 91 percent, below the highpoint of 94 percent measured in June 2007. Awareness stayed above 90 percent in the September 2008 survey (92%).

The 2009 April awareness level was at 88 percent – and the June level increased to 91 percent. So far, the 2009 trend looks similar to the 2008 trend – and, more generally, the 2007 through 2009 trends going into the September 2009 survey are a departure from the earlier awareness trends in that the April awareness is starting at a higher level.

¹⁷ In the following, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. In 2008 and 2009, an education weight adjustment was made.

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through September 2008
(April 2002 through September 2005 Portion)

| Slogan | Apr '02 | Jun' 02 | Nov '02 | Dec '02 | Apri 1 '03 | Jun' 03 | July '03 | Jan '04 | Apr il '04 | July '04 | Sept '04 | Apr '05 | Jun '05 | Sept '05 |
|---|------------|------------|------------|------------|---------------|------------|-------------|------------|------------------|-------------|-------------|------------|------------|-------------|
| Click It or Ticket | 41% | 71% | 67% | 71% | 67% | 85% | 83% | 87% | 84% | 90% | 88% | 81% | 91% | 87% |
| Friends don't let friends drive drunk | na | na | na | na | na | 89% | 89% | 86% | 85% | 90% | 85% | 86% | 82% | 80% |
| You drink and drive. You lose | na | na | na | na | na | 55% | 62% | 78% | 68% | 73% | 78% | 70% | 65% | 77% |
| Drive smart, drive sober | 61% | 62% | 58% | 62% | 65% | 67% | 66% | 68% | 65% | 67% | 63% | 60% | 57% | 57% |
| Police in Illinois arrest drunk drivers* | 40% | 39% | 33% | 36% | 29% | 48% | 50% | 54% | 51% | 55% | 54% | 53% | 47% | 51% |
| Buckle Up America | 60% | 60% | 53% | 54% | 48% | 53% | 55% | 53% | 52% | 64% | 51% | 52% | 45% | 45% |
| Drive hammered, get nailed | na | na | na | na | na | 30% | 52% | 46% | 45% | 46% | 41% | 37% | 32% | 38% |
| Drunk driving. Over the limit. Under arrest. | na | na | na | na | na | na | na | na | na | na | na | na | na | na |
| Cell phones save lives. Pull over and report a drunk driver. | 36% | 41% | 45% | 44% | 39% | 46% | 42% | 40% | 43% | 46% | 36% | 35% | 40% | 37% |
| Drink and drive? Police in Illinois have your number | na | na | na | na | na | 22% | 24% | 26% | 24% | 24% | 22% | 22% | 19% | 18% |
| Wanna drink and drive, police in Illinois will show you the bars* | 40% | 39% | 33% | 36% | 29% | 24% | 30% | 30% | 27% | 30% | 28% | 29% | 21% | 25% |
| Step away from your vehicle | na | na | na | na | na | na | 16% | na | 13% | 14% | 16% | 14% | 13% | 16% |
| Children in back | 20% | 25% | 19% | 21% | 22% | 24% | 25% | 24% | 20% | 26% | 20% | 20% | 22% | 18% |
| Smart motorists always respect trucks | 6% | 12% | 8% | 11% | 11% | 11% | 12% | 9% | 12% | 10% | 9% | 10% | 8% | 7% |
| Checkpoint Strikeforce | na | na | na | na | na | na | 9% | na | 10% | 9% | 8% | 12% | 8% | 10% |
| Operation A-B-C | 4% | 6% | 4% | 6% | 7% | 5% | 6% | 6% | 6% | 6% | 5% | 4% | 5% | 3% |

*Prior to the June 2003 Post-test survey, this was one slogan.

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through September 2008
(April 2005 through June 2009 Portion)

| Slogan | Apr '05 | Jun '05 | Sept '05 | Apr '06 | Jun '06 | Sept '06 | Apr '07 | Jun '07 | Sept '07 | Apr '08 | Jun '08 | Sept '08 | Apr '09 | Jun '09 |
|---|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|------------|
| Click It or Ticket | 81% | 91% | 87% | 84% | 91% | 88% | 89% | 94% | 90% | 89% | 91% | 92% | 88% | 91% |
| Friends don't let friends drive drunk | 86% | 82% | 80% | 86% | 82% | 80% | 84% | 84% | 83% | 80% | 83% | 83% | 80% | 79% |
| You drink and drive. You lose | 70% | 65% | 77% | 74% | 70% | 76% | 76% | 82% | 81% | 77% | 75% | 80% | 78% | 74% |
| Drive smart, drive sober | 60% | 57% | 57% | 54% | 60% | 56% | 60% | 64% | 57% | 59% | 55% | 57% | 58% | 51% |
| Police in Illinois arrest drunk drivers* | 53% | 47% | 51% | 49% | 45% | 49% | 50% | 52% | 53% | 52% | 49% | 50% | 51% | 46% |
| Buckle Up America | 52% | 45% | 45% | 50% | 50% | 46% | 48% | 47% | 44% | 38% | 46% | 44% | 43% | 44% |
| Drive hammered, get nailed | 37% | 32% | 38% | 37% | 39% | 41% | 38% | 41% | 39% | 30% | 35% | 37% | 35% | 30% |
| Drunk driving. Over the limit. Under arrest. | na | na | na | na | na | na | 29% | 24% | 27% | 26% | 26% | 35% | 33% | 29% |
| Cell phones save lives. Pull over and report a drunk driver. | 35% | 40% | 37% | 37% | 34% | 39% | 31% | 37% | 34% | 35% | 31% | 30% | 31% | 27% |
| Drink and drive? Police in Illinois have your number | 22% | 19% | 18% | 20% | 19% | 21% | 20% | 20% | 19% | 22% | 20% | 20% | 23% | 23% |
| Wanna drink and drive, police in Illinois will show you the bars* | 29% | 21% | 25% | 23% | 24% | 22% | 23% | 26% | 20% | 23% | 22% | 16% | 27% | 26% |
| Step away from your vehicle | 14% | 13% | 16% | 17% | 12% | 14% | 12% | 12% | 14% | 10% | 15% | 14% | 14% | 13% |
| Children in back | 20% | 22% | 18% | 22% | 19% | 19% | 20% | 17% | 19% | 18% | 18% | 13% | 20% | 14% |
| Smart motorists always respect trucks | 10% | 8% | 7% | 12% | 10% | 6% | 9% | 10% | 12% | 10% | 11% | 6% | 9% | 10% |
| Checkpoint Strikeforce | 12% | 8% | 10% | 10% | 10% | 7% | 8% | 5% | 8% | 10% | 7% | 6% | 12% | 7% |
| Operation A-B-C | 4% | 5% | 3% | 5% | 5% | 3% | 3% | 6% | 5% | 2% | 4% | 4% | 5% | 3% |

*Prior to the June 2003 Post-test survey, this was one slogan.

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 12: MINI-GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|--------------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|-------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Barrington | 36.0 | 34 | 33 | 97.1% | 0 | 0.0% | 64.0 | \$55.85 | \$52.75 | \$1,899.04 |
| Countryside | 22.5 | 21 | 21 | 100.0% | 0 | 0.0% | 64.3 | \$61.18 | \$57.10 | \$1,284.70 |
| Des Plaines | 144.0 | 300 | 300 | 100.0% | 0 | 0.0% | 28.8 | \$28.80 | \$60.00 | \$8,640.00 |
| Flora | 100.0 | 63 | 34 | 54.0% | 2 | 3.2% | 95.2 | \$55.78 | \$35.14 | \$3,514.35 |
| Hampton | 4.0 | 2 | 0 | 0.0% | 0 | 0.0% | 120.0 | \$37.86 | \$18.93 | \$75.72 |
| Harwood Heights | 24.0 | 35 | 33 | 94.3% | 0 | 0.0% | 41.1 | \$30.84 | \$44.97 | \$1,079.36 |
| Itasca | 14.0 | 51 | 50 | 98.0% | 0 | 0.0% | 16.5 | \$14.22 | \$51.81 | \$725.30 |
| Jerome | 203.0 | 614 | 277 | 45.1% | 8 | 1.3% | 19.8 | \$9.45 | \$28.60 | \$5,804.98 |
| Leland Grove | 253.0 | 276 | 196 | 71.0% | 0 | 0.0% | 55.0 | \$51.43 | \$56.11 | \$14,195.83 |
| Lisle | 88.0 | 163 | 98 | 60.1% | 0 | 0.0% | 32.4 | \$30.29 | \$56.11 | \$4,937.68 |
| Marseilles | 140.0 | 40 | 31 | 77.5% | 0 | 0.0% | 210.0 | \$121.77 | \$34.79 | \$4,870.60 |
| Mattoon | 49.0 | 113 | 88 | 77.9% | 0 | 0.0% | 26.0 | \$14.44 | \$33.31 | \$1,632.00 |
| McLean County | 30.0 | 52 | 39 | 75.0% | 0 | 0.0% | 34.6 | \$19.11 | \$33.13 | \$993.84 |
| Mercer County | 48.0 | 42 | 35 | 83.3% | 0 | 0.0% | 68.6 | \$32.00 | \$28.00 | \$1,344.00 |
| Morton Grove | 229.0 | 239 | 126 | 52.7% | 0 | 0.0% | 57.5 | \$54.04 | \$56.40 | \$12,915.60 |
| North Aurora | 140.0 | 250 | 137 | 54.8% | 2 | 0.8% | 33.6 | \$26.88 | \$48.00 | \$6,720.00 |
| Oak Brook | 8.0 | 14 | 4 | 28.6% | 10 | 71.4% | 34.3 | \$32.57 | \$57.00 | \$456.00 |
| Pulaski County | 48.0 | 43 | 4 | 9.3% | 3 | 7.0% | 67.0 | \$20.91 | \$18.73 | \$899.01 |
| Warren County / Monmouth | 119.0 | 120 | 74 | 61.7% | 0 | 0.0% | 59.5 | \$23.85 | \$24.05 | \$2,861.95 |

TABLE 12: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|--------------------------|----------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|--------------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Warrensburg | 72.0 | 35 | 12 | 34.3% | 1 | 2.9% | 123.4 | \$49.47 | \$24.05 | \$1,731.60 |
| Western Springs | 40.0 | 221 | 219 | 99.1% | 0 | 0.0% | 10.9 | \$8.12 | \$44.84 | \$1,793.60 |
| MINI Grants Total | 1,811.5 | 2,728 | 1,811 | 66.4% | 26 | 1.0% | 39.8 | \$28.73 | \$43.27 | \$78,375.16 |

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 13: REGULAR GRANTEES WITH SINGLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|-----------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| IMAGE | Algonquin | 136.0 | 221 | 197 | 89.1% | 0 | 0.0% | 36.9 | \$34.32 | \$55.77 | \$7,584.56 |
| IMAGE | Bartonville | 92.0 | 37 | 34 | 91.9% | 0 | 0.0% | 149.2 | \$95.98 | \$38.60 | \$3,551.09 |
| IMAGE | Belvidere | 134.0 | 175 | 146 | 83.4% | 0 | 0.0% | 45.9 | \$33.49 | \$43.73 | \$5,859.98 |
| IMAGE | Blue Island | 104.0 | 251 | 197 | 78.5% | 1 | 0.4% | 24.9 | \$22.23 | \$53.65 | \$5,579.43 |
| IMAGE | Brookfield | 96.0 | 106 | 102 | 96.2% | 0 | 0.0% | 54.3 | \$51.97 | \$57.38 | \$5,508.79 |
| IMAGE | Cahokia | 101.0 | 110 | 63 | 57.3% | 0 | 0.0% | 55.1 | \$39.61 | \$43.14 | \$4,357.10 |
| IMAGE | Canton | 110.0 | 81 | 71 | 87.7% | 0 | 0.0% | 81.5 | \$56.83 | \$41.85 | \$4,603.62 |
| IMAGE | Collinsville | 159.0 | 742 | 628 | 84.6% | 3 | 0.4% | 12.9 | \$14.77 | \$68.95 | \$10,962.83 |
| IMAGE | Danville | 128.0 | 199 | 154 | 77.4% | 2 | 1.0% | 38.6 | \$26.59 | \$41.33 | \$5,290.86 |
| IMAGE | East Peoria | 105.0 | 182 | 146 | 80.2% | 0 | 0.0% | 34.6 | \$29.87 | \$51.78 | \$5,436.49 |
| IMAGE | Fairmont City | 99.5 | 110 | 38 | 34.5% | 0 | 0.0% | 54.3 | \$26.77 | \$29.60 | \$2,945.22 |
| IMAGE | Freeport | 138.0 | 119 | 103 | 86.6% | 0 | 0.0% | 69.6 | \$46.07 | \$39.73 | \$5,482.19 |
| IMAGE | Grayslake | 105.5 | 90 | 75 | 83.3% | 1 | 1.1% | 70.3 | \$68.12 | \$58.11 | \$6,130.80 |
| IMAGE | Hickory Hills | 104.0 | 193 | 188 | 97.4% | 1 | 0.5% | 32.3 | \$26.83 | \$49.80 | \$5,178.72 |
| IMAGE | Hoffman Estates | 134.0 | 216 | 200 | 92.6% | 1 | 0.5% | 37.2 | \$43.33 | \$69.85 | \$9,359.51 |
| IMAGE | Homewood | 96.0 | 95 | 91 | 95.8% | 0 | 0.0% | 60.6 | \$52.32 | \$51.78 | \$4,970.59 |
| IMAGE | Justice | 111.0 | 272 | 265 | 97.4% | 1 | 0.4% | 24.5 | \$21.18 | \$51.91 | \$5,761.61 |
| IMAGE | Madison | 116.0 | 58 | 23 | 39.7% | 0 | 0.0% | 120.0 | \$28.50 | \$14.25 | \$1,652.94 |
| IMAGE | Matteson | 104.0 | 224 | 187 | 83.5% | 0 | 0.0% | 27.9 | \$25.88 | \$55.75 | \$5,798.11 |
| IMAGE | McHenry County | 143.0 | 155 | 130 | 83.9% | 1 | 0.6% | 55.4 | \$56.21 | \$60.92 | \$8,711.86 |
| IMAGE | Midlothian | 76.0 | 153 | 151 | 98.7% | 0 | 0.0% | 29.8 | \$18.34 | \$36.92 | \$2,806.21 |
| IMAGE | Millstadt | 66.0 | 75 | 57 | 76.0% | 0 | 0.0% | 52.8 | \$31.08 | \$35.32 | \$2,331.08 |
| IMAGE | Oak Forest | 136.0 | 177 | 177 | 100.0% | 0 | 0.0% | 46.1 | \$42.69 | \$55.56 | \$7,555.83 |

TABLE 13: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| IMAGE | O'Fallon | 137.8 | 98 | 85 | 86.7% | 1 | 1.0% | 84.3 | \$78.05 | \$55.52 | \$7,648.46 |
| IMAGE | Olympia Fields | 92.0 | 296 | 81 | 27.4% | 70 | 23.6% | 18.6 | \$20.03 | \$64.46 | \$5,930.00 |
| IMAGE | Orland Park | 120.0 | 307 | 305 | 99.3% | 0 | 0.0% | 23.5 | \$23.39 | \$59.83 | \$7,179.60 |
| IMAGE | Oswego | 84.0 | 154 | 128 | 83.1% | 0 | 0.0% | 32.7 | \$41.77 | \$76.58 | \$6,432.47 |
| IMAGE | Park Ridge | 122.0 | 256 | 255 | 99.6% | 0 | 0.0% | 28.6 | \$26.90 | \$56.44 | \$6,885.76 |
| IMAGE | Prospect Heights | 69.0 | 123 | 46 | 37.4% | 0 | 0.0% | 33.7 | \$31.09 | \$55.43 | \$3,824.67 |
| IMAGE | Randolph County | 81.0 | 76 | 65 | 85.5% | 0 | 0.0% | 63.9 | \$43.12 | \$40.46 | \$3,277.37 |
| IMAGE | Riverside | 40.0 | 42 | 42 | 100.0% | 0 | 0.0% | 57.1 | \$56.37 | \$59.19 | \$2,367.60 |
| IMAGE | Rock Falls | 81.3 | 62 | 36 | 58.1% | 0 | 0.0% | 78.6 | \$45.11 | \$34.42 | \$2,796.83 |
| IMAGE | Tinley Park | 124.0 | 220 | 220 | 100.0% | 0 | 0.0% | 33.8 | \$34.46 | \$61.14 | \$7,581.96 |
| IMAGE | Vandalia | 109.0 | 53 | 42 | 79.2% | 3 | 5.7% | 123.4 | \$59.11 | \$28.74 | \$3,132.99 |
| IMAGE | West Chicago | 106.0 | 204 | 148 | 72.5% | 0 | 0.0% | 31.2 | \$34.61 | \$66.60 | \$7,059.54 |
| IMAGE | Westmont | 106.0 | 204 | 148 | 72.5% | 0 | 0.0% | 31.2 | \$39.34 | \$75.70 | \$8,024.57 |
| IMAGE | Willow brook | 96.0 | 200 | 198 | 99.0% | 0 | 0.0% | 28.8 | \$29.30 | \$61.05 | \$5,860.35 |
| IMAGE | Wilmette | 132.0 | 182 | 109 | 59.9% | 0 | 0.0% | 43.5 | \$42.26 | \$58.27 | \$7,691.29 |
| IMAGE | Winnetka | 104.0 | 125 | 113 | 90.4% | 0 | 0.0% | 49.9 | \$47.51 | \$57.11 | \$5,939.30 |
| LAP | Buffalo Grove | 113.0 | 131 | 6 | 4.6% | 12 | 9.2% | 51.8 | \$57.17 | \$66.28 | \$7,489.59 |
| LAP | Macon County | 159.0 | 101 | 7 | 6.9% | 24 | 23.8% | 94.5 | \$60.65 | \$38.52 | \$6,125.46 |
| LAP | Springfield | 156.0 | 46 | 4 | 8.7% | 13 | 28.3% | 203.5 | \$225.02 | \$66.35 | \$10,350.73 |
| LAP | St. Clair County | 203.0 | 89 | 10 | 11.2% | 19 | 21.3% | 136.9 | \$154.76 | \$67.85 | \$13,773.40 |
| LAP | Waukegan | 228.0 | 135 | 1 | 0.7% | 31 | 23.0% | 101.3 | \$105.76 | \$62.62 | \$14,277.01 |
| LAP | Wheeling | 263.0 | 283 | 15 | 5.3% | 24 | 8.5% | 55.8 | \$51.00 | \$54.88 | \$14,432.14 |
| MAP | Boone County | 44.0 | 44 | 5 | 11.4% | 6 | 13.6% | 60.0 | \$54.23 | \$54.23 | \$2,386.08 |

TABLE 13: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|--------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| MAP | Carpentersville | 60.0 | 39 | 0 | 0.0% | 8 | 20.5% | 92.3 | \$92.78 | \$60.30 | \$3,618.23 |
| MAP | Creve Coeur | 24.0 | 25 | 0 | 0.0% | 3 | 12.0% | 57.6 | \$33.53 | \$34.92 | \$838.13 |
| MAP | Edwardsville | 41.8 | 40 | 5 | 12.5% | 4 | 10.0% | 62.6 | \$57.12 | \$54.72 | \$2,284.65 |
| MAP | Glendale Heights | 48.0 | 51 | 1 | 2.0% | 6 | 11.8% | 56.5 | \$53.48 | \$56.82 | \$2,727.25 |
| MAP | Lake in the Hills | 49.0 | 95 | 44 | 46.3% | 6 | 6.3% | 30.9 | \$31.29 | \$60.66 | \$2,972.39 |
| MAP | Lake Zurich | 40.0 | 64 | 28 | 43.8% | 6 | 9.4% | 37.5 | \$40.17 | \$64.27 | \$2,570.93 |
| MAP | Palos Heights | 50.0 | 71 | 37 | 52.1% | 4 | 5.6% | 42.3 | \$46.76 | \$66.40 | \$3,319.96 |
| MAP | Rockton | 31.0 | 18 | 2 | 11.1% | 2 | 11.1% | 103.3 | \$58.42 | \$33.92 | \$1,051.50 |
| MAP | Spring Grove | 24.0 | 21 | 1 | 4.8% | 1 | 4.8% | 68.6 | \$49.68 | \$43.47 | \$1,043.22 |
| MAP | Streamwood | 45.0 | 58 | 20 | 34.5% | 3 | 5.2% | 46.6 | \$49.36 | \$63.62 | \$2,862.85 |
| MAP | Wood Dale | 52.0 | 66 | 23 | 34.8% | 6 | 9.1% | 47.3 | \$49.93 | \$63.37 | \$3,295.27 |
| SEP | Beecher | 21.0 | 36 | 3 | 8.3% | 0 | 0.0% | 35.0 | \$19.78 | \$33.90 | \$711.94 |
| SEP | Caseyville | 97.0 | 203 | 55 | 27.1% | 0 | 0.0% | 28.7 | \$19.76 | \$41.35 | \$4,011.29 |
| SEP | Champaign | 129.0 | 288 | 0 | 0.0% | 0 | 0.0% | 26.9 | \$22.04 | \$49.21 | \$6,347.70 |
| SEP | Clarendon Hills | 20.0 | 53 | 7 | 13.2% | 0 | 0.0% | 22.6 | \$21.37 | \$56.63 | \$1,132.60 |
| SEP | Lansing | 73.0 | 154 | 0 | 0.0% | 0 | 0.0% | 28.4 | \$25.61 | \$54.02 | \$3,943.38 |
| SEP | Lincolnwood | 84.8 | 215 | 0 | 0.0% | 0 | 0.0% | 23.7 | \$28.22 | \$71.59 | \$6,067.45 |
| SEP | Monmouth | 257.0 | 502 | 15 | 3.0% | 2 | 0.4% | 30.7 | \$27.61 | \$53.93 | \$13,859.60 |
| SEP | Ottawa | 92.0 | 143 | 10 | 7.0% | 0 | 0.0% | 38.6 | \$18.66 | \$29.00 | \$2,667.97 |
| SEP | Peoria County | 45.0 | 82 | 0 | 0.0% | 0 | 0.0% | 32.9 | \$21.67 | \$39.50 | \$1,777.31 |
| SEP | Peotone | 37.0 | 62 | 0 | 0.0% | 0 | 0.0% | 35.8 | \$19.96 | \$33.45 | \$1,237.72 |
| SEP | South Jacksonville | 30.0 | 75 | 27 | 36.0% | 1 | 1.3% | 24.0 | \$8.18 | \$20.46 | \$613.70 |
| SEP | Stickney | 28.0 | 84 | 1 | 1.2% | 0 | 0.0% | 20.0 | \$23.81 | \$71.44 | \$2,000.41 |

TABLE 13: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------------------------|------------------|----------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------|---------------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| SEP | Summit | 104.0 | 218 | 2 | 0.9% | 0 | 0.0% | 28.6 | \$11.90 | \$24.95 | \$2,594.30 |
| SEP | Tazewell County | 188.0 | 392 | 13 | 3.3% | 0 | 0.0% | 28.8 | \$24.39 | \$50.86 | \$9,561.83 |
| TLEP | DeKalb | 175.0 | 192 | 87 | 45.3% | 1 | 0.5% | 54.7 | \$31.86 | \$34.95 | \$6,116.25 |
| TLEP | Winnebago County | 340.0 | 239 | 12 | 5.0% | 10 | 4.2% | 85.4 | \$108.45 | \$76.23 | \$25,918.98 |
| IMaGE GRANTS SUBTOTAL | | 4,198.0 | 6,643 | 5,444 | 82.0% | 85 | 1.3% | 37.9 | \$32.97 | \$52.18 | \$219,052.18 |
| LAP GRANTS SUBTOTAL | | 1,122.0 | 785 | 43 | 5.5% | 123 | 15.7% | 85.8 | \$84.65 | \$59.22 | \$66,448.33 |
| MAP GRANTS SUBTOTAL | | 508.8 | 592 | 166 | 28.0% | 55 | 9.3% | 51.6 | \$48.94 | \$56.94 | \$28,970.46 |
| SEP GRANTS SUBTOTAL | | 1,205.8 | 2,507 | 133 | 5.3% | 3 | 0.1% | 28.9 | \$22.55 | \$46.88 | \$56,527.20 |
| TLEP GRANTS SUBTOTAL | | 515.0 | 431 | 99 | 23.0% | 11 | 2.6% | 71.7 | \$74.33 | \$62.20 | \$32,035.23 |
| REGULAR GRANTS SUBTOTAL | | 7,549.5 | 10,958 | 5,885 | 53.7% | 277 | 2.5% | 41.3 | \$36.78 | \$53.39 | \$403,033.41 |

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

IMaGE – Integrated Mini-Grant Enforcement Program

LAP – Local Alcohol Program

MAP – Mini-Grant Alcohol Program

SEP – Speed Enforcement Program

TLEP – Traffic Law Enforcement Program

**TABLE 14: REGULAR GRANTEES WITH MULTIPLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|-------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| MINI | Alton | 124.0 | 305 | 282 | 92.5% | 0 | 0.0% | 24.4 | \$16.82 | \$41.37 | \$5,129.88 |
| IMAGE | Alton | 144.0 | 358 | 313 | 87.4% | 0 | 0.0% | 24.1 | \$18.68 | \$46.45 | \$6,688.99 |
| MAP | Alton | 35.0 | 44 | 17 | 38.6% | 1 | 2.3% | 47.7 | \$56.43 | \$70.94 | \$2,483.00 |
| SEP | Alton | 120.0 | 257 | 20 | 7.8% | 0 | 0.0% | 28.0 | \$20.47 | \$43.83 | \$5,259.68 |
| MINI | Arlington Heights | 80.0 | 62 | 62 | 100.0% | 0 | 0.0% | 77.4 | \$75.77 | \$58.72 | \$4,697.60 |
| SEP | Arlington Heights | 128.0 | 300 | 0 | 0.0% | 0 | 0.0% | 25.6 | \$25.90 | \$60.70 | \$7,769.14 |
| MINI | Barrington Hills | 67.0 | 91 | 67 | 73.6% | 0 | 0.0% | 44.2 | \$39.68 | \$53.89 | \$3,610.89 |
| SEP | Barrington Hills | 32.0 | 66 | 0 | 0.0% | 0 | 0.0% | 29.1 | \$29.35 | \$60.54 | \$1,937.14 |
| MAP | Bartlett | 46.0 | 62 | 0 | 0.0% | 2 | 3.2% | 44.5 | \$40.75 | \$54.92 | \$2,526.34 |
| SEP | Bartlett | 82.0 | 181 | 1 | 0.6% | 0 | 0.0% | 27.2 | \$24.57 | \$54.24 | \$4,447.95 |
| IMAGE | Berwyn | 147.0 | 397 | 299 | 75.3% | 0 | 0.0% | 22.2 | \$19.83 | \$53.57 | \$7,874.40 |
| SEP | Berwyn | 67.0 | 175 | 3 | 1.7% | 0 | 0.0% | 23.0 | \$21.06 | \$55.00 | \$3,685.00 |
| IMAGE | Burnham | 48.0 | 170 | 157 | 92.4% | 0 | 0.0% | 16.9 | \$10.71 | \$37.95 | \$1,821.45 |
| SEP | Burnham | 40.0 | 115 | 6 | 5.2% | 0 | 0.0% | 20.9 | \$15.26 | \$43.86 | \$1,754.45 |
| MINI | Calumet City | 176.0 | 133 | 125 | 94.0% | 0 | 0.0% | 79.4 | \$63.52 | \$48.00 | \$8,448.00 |
| IMAGE | Calumet City | 126.0 | 67 | 61 | 91.0% | 0 | 0.0% | 112.8 | \$100.47 | \$53.43 | \$6,731.70 |
| SEP | Calumet City | 132.0 | 467 | 2 | 0.4% | 0 | 0.0% | 17.0 | \$13.84 | \$48.95 | \$6,461.75 |
| MINI | Carol Stream | 150.0 | 436 | 368 | 84.4% | 1 | 0.2% | 20.6 | \$19.34 | \$56.22 | \$8,433.01 |
| IMAGE | Carol Stream | 222.0 | 567 | 442 | 78.0% | 3 | 0.5% | 23.5 | \$22.91 | \$58.50 | \$12,987.79 |
| SEP | Carol Stream | 80.0 | 264 | 110 | 41.7% | 0 | 0.0% | 18.2 | \$17.52 | \$57.81 | \$4,624.97 |
| LAP | Chicago | 256.0 | 270 | 36 | 13.3% | 6 | 2.2% | 56.9 | \$55.16 | \$58.18 | \$14,894.08 |
| MINI | Chicago | 616.0 | 1,458 | 1,265 | 86.8% | 2 | 0.1% | 25.3 | \$27.67 | \$65.48 | \$40,335.68 |
| SEP | Chicago | 616.0 | 1,089 | 2 | 0.2% | 0 | 0.0% | 33.9 | \$30.61 | \$54.11 | \$33,332.67 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| LAP | Chicago Heights | 53.0 | 43 | 2 | 4.7% | 5 | 11.6% | 74.0 | \$57.80 | \$46.89 | \$2,485.33 |
| MINI | Chicago Heights | 186.5 | 428 | 407 | 95.1% | 3 | 0.7% | 26.1 | \$17.66 | \$40.53 | \$7,558.52 |
| LAP | Cook County | 62.0 | 74 | 0 | 0.0% | 12 | 16.2% | 50.3 | \$39.74 | \$47.43 | \$2,940.53 |
| MINI | Cook County | 348.0 | 336 | 317 | 94.3% | 0 | 0.0% | 62.1 | \$51.49 | \$49.71 | \$17,299.08 |
| SEP | Cook County | 336.0 | 769 | 0 | 0.0% | 0 | 0.0% | 26.2 | \$23.48 | \$53.74 | \$18,056.67 |
| IMAGE | Decatur | 177.0 | 296 | 244 | 82.4% | 2 | 0.7% | 35.9 | \$27.70 | \$46.32 | \$8,198.59 |
| SEP | Decatur | 79.0 | 175 | 9 | 5.1% | 1 | 0.6% | 27.1 | \$18.75 | \$41.54 | \$3,281.94 |
| MINI | East Hazel Crest | 44.0 | 65 | 60 | 92.3% | 0 | 0.0% | 40.6 | \$22.59 | \$33.37 | \$1,468.06 |
| SEP | East Hazel Crest | 55.0 | 114 | 0 | 0.0% | 0 | 0.0% | 28.9 | \$13.47 | \$27.93 | \$1,536.03 |
| MINI | East Moline | 40.0 | 39 | 30 | 76.9% | 0 | 0.0% | 61.5 | \$33.94 | \$33.10 | \$1,323.84 |
| SEP | East Moline | 55.0 | 87 | 21 | 24.1% | 0 | 0.0% | 37.9 | \$29.14 | \$46.09 | \$2,535.11 |
| LAP | Elgin | 110.0 | 196 | 10 | 5.1% | 20 | 10.2% | 33.7 | \$32.62 | \$58.13 | \$6,394.48 |
| MINI | Elgin | 118.0 | 258 | 204 | 79.1% | 0 | 0.0% | 27.4 | \$25.67 | \$56.13 | \$6,623.22 |
| SEP | Elgin | 74.0 | 232 | 12 | 5.2% | 0 | 0.0% | 19.1 | \$19.09 | \$59.86 | \$4,429.40 |
| MAP | Elmhurst | 38.0 | 56 | 1 | 1.8% | 6 | 10.7% | 40.7 | \$49.46 | \$72.88 | \$2,769.50 |
| SEP | Elmhurst | 70.0 | 183 | 10 | 5.5% | 1 | 0.5% | 23.0 | \$18.40 | \$48.10 | \$3,367.00 |
| MINI | Evanston | 108.0 | 122 | 99 | 81.1% | 1 | 0.8% | 53.1 | \$51.19 | \$57.82 | \$6,245.04 |
| IMAGE | Evanston | 144.0 | 270 | 229 | 84.8% | 1 | 0.4% | 32.0 | \$29.92 | \$56.10 | \$8,077.70 |
| IMAGE | Gurnee | 167.0 | 175 | 156 | 89.1% | 1 | 0.6% | 57.3 | \$39.49 | \$41.38 | \$6,910.00 |
| MAP | Gurnee | 131.5 | 154 | 9 | 5.8% | 11 | 7.1% | 51.2 | \$40.44 | \$47.36 | \$6,228.39 |
| IMAGE | Hinsdale | 94.0 | 106 | 78 | 73.6% | 0 | 0.0% | 53.2 | \$58.89 | \$66.41 | \$6,242.50 |
| MAP | Hinsdale | 35.0 | 38 | 1 | 2.6% | 1 | 2.6% | 55.3 | \$65.67 | \$71.30 | \$2,495.38 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|----------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| MINI | Joliet | 224.0 | 277 | 218 | 78.7% | 0 | 0.0% | 48.5 | \$52.56 | \$65.00 | \$14,560.00 |
| IMAGE | Joliet | 144.0 | 185 | 142 | 76.8% | 0 | 0.0% | 46.7 | \$55.86 | \$71.76 | \$10,334.00 |
| IMAGE | Kendall County | 130.0 | 156 | 140 | 89.7% | 0 | 0.0% | 50.0 | \$40.26 | \$48.32 | \$6,281.03 |
| SEP | Kendall County | 80.0 | 142 | 8 | 5.6% | 0 | 0.0% | 33.8 | \$29.53 | \$52.42 | \$4,193.40 |
| MINI | Lombard | 170.0 | 261 | 211 | 80.8% | 0 | 0.0% | 39.1 | \$39.05 | \$59.95 | \$10,191.50 |
| MAP | Lombard | 57.0 | 62 | 22 | 35.5% | 1 | 1.6% | 55.2 | \$45.49 | \$49.49 | \$2,820.66 |
| MAP | Morton | 36.0 | 50 | 5 | 10.0% | 1 | 2.0% | 43.2 | \$34.66 | \$48.14 | \$1,733.09 |
| MINI | Morton | 12.0 | 49 | 46 | 93.9% | 0 | 0.0% | 14.7 | \$11.85 | \$48.40 | \$580.80 |
| MINI | Niles | 190.0 | 196 | 194 | 99.0% | 0 | 0.0% | 58.2 | \$59.22 | \$61.09 | \$11,607.46 |
| SEP | Niles | 121.0 | 231 | 5 | 2.2% | 0 | 0.0% | 31.4 | \$33.90 | \$64.71 | \$7,830.09 |
| IMAGE | Palatine | 150.0 | 227 | 142 | 62.6% | 1 | 0.4% | 39.6 | \$46.50 | \$70.37 | \$10,555.30 |
| MAP | Palatine | 55.0 | 50 | 10 | 20.0% | 4 | 8.0% | 66.0 | \$71.38 | \$64.90 | \$3,569.23 |
| MINI | Palatine | 188.0 | 74 | 73 | 98.6% | 0 | 0.0% | 152.4 | \$149.62 | \$58.89 | \$11,071.69 |
| IMAGE | Peoria | 117.0 | 132 | 89 | 67.4% | 1 | 0.8% | 53.2 | \$59.48 | \$67.10 | \$7,851.07 |
| SEP | Peoria | 156.0 | 297 | 31 | 10.4% | 0 | 0.0% | 31.5 | \$26.09 | \$49.68 | \$7,749.75 |
| IMAGE | Quincy | 132.0 | 182 | 100 | 54.9% | 0 | 0.0% | 43.5 | \$34.04 | \$46.93 | \$6,195.03 |
| MAP | Quincy | 36.0 | 30 | 0 | 0.0% | 4 | 13.3% | 72.0 | \$54.35 | \$45.29 | \$1,630.42 |
| IMAGE | Riverdale | 86.0 | 408 | 396 | 97.1% | 0 | 0.0% | 12.6 | \$10.05 | \$47.67 | \$4,099.69 |
| SEP | Riverdale | 20.0 | 63 | 9 | 14.3% | 0 | 0.0% | 19.0 | \$16.91 | \$53.27 | \$1,065.33 |
| MINI | Rock Island | 36.0 | 61 | 57 | 93.4% | 0 | 0.0% | 35.4 | \$25.19 | \$42.68 | \$1,536.40 |
| SEP | Rock Island | 54.0 | 177 | 0 | 0.0% | 0 | 0.0% | 18.3 | \$14.54 | \$47.67 | \$2,574.12 |
| MINI | Roselle | 56.0 | 70 | 65 | 92.9% | 0 | 0.0% | 48.0 | \$18.40 | \$23.00 | \$1,288.00 |
| SEP | Roselle | 59.0 | 126 | 1 | 0.8% | 0 | 0.0% | 28.1 | \$27.78 | \$59.32 | \$3,500.00 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|----------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| LAP | Sangamon Co. | 139.0 | 39 | 0 | 0.0% | 9 | 23.1% | 213.8 | \$246.76 | \$69.23 | \$9,623.56 |
| SEP | Sangamon Co. | 129.0 | 218 | 11 | 5.0% | 0 | 0.0% | 35.5 | \$22.89 | \$38.68 | \$4,989.72 |
| IMAGE | Schaumburg | 144.0 | 163 | 156 | 95.7% | 1 | 0.6% | 53.0 | \$57.71 | \$65.33 | \$9,407.35 |
| MINI | Schaumburg | 160.0 | 186 | 173 | 93.0% | 0 | 0.0% | 51.6 | \$49.20 | \$57.20 | \$9,151.66 |
| LAP | Skokie | 149.5 | 175 | 7 | 4.0% | 11 | 6.3% | 51.3 | \$46.52 | \$54.46 | \$8,141.77 |
| MINI | Skokie | 148.0 | 310 | 257 | 82.9% | 1 | 0.3% | 28.6 | \$26.00 | \$54.46 | \$8,060.08 |
| MAP | St. Charles | 49.5 | 28 | 0 | 0.0% | 4 | 14.3% | 106.1 | \$107.93 | \$61.05 | \$3,022.13 |
| MINI | St. Charles | 32.0 | 74 | 68 | 91.9% | 0 | 0.0% | 25.9 | \$23.78 | \$55.00 | \$1,760.00 |
| TLEP | Stephenson Co. | 279.0 | 188 | 68 | 36.2% | 3 | 1.6% | 89.0 | \$62.21 | \$41.92 | \$11,696.00 |
| SEP | Stephenson Co. | 139.0 | 319 | 10 | 3.1% | 0 | 0.0% | 26.1 | \$19.48 | \$44.72 | \$6,215.48 |
| MAP | Troy | 20.0 | 19 | 0 | 0.0% | 2 | 10.5% | 63.2 | \$54.27 | \$51.56 | \$1,031.22 |
| SEP | Troy | 85.0 | 224 | 4 | 1.8% | 0 | 0.0% | 22.8 | \$16.53 | \$43.56 | \$3,702.88 |
| IMAGE | Villa Park | 96.0 | 209 | 111 | 53.1% | 1 | 0.5% | 27.6 | \$34.48 | \$75.07 | \$7,206.98 |
| MINI | Villa Park | 66.5 | 115 | 59 | 51.3% | 1 | 0.9% | 34.7 | \$34.59 | \$59.82 | \$3,978.03 |
| LAP | Will County | 160.0 | 196 | 15 | 7.7% | 18 | 9.2% | 49.0 | \$30.47 | \$37.33 | \$5,972.80 |
| MINI | Will County | 106.0 | 16 | 14 | 87.5% | 0 | 0.0% | 397.5 | \$314.73 | \$47.51 | \$5,035.60 |
| SEP | Will County | 251.0 | 629 | 23 | 3.7% | 0 | 0.0% | 23.9 | \$23.46 | \$58.78 | \$14,755.03 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|--------|----------------|--------------------|---|--|----------------|------------------|---|----------------------|------------------|--------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| IMaGE GRANTS SUBTOTAL | | 2,268.0 | 4,068 | 3,255 | 80.0% | 11 | 0.3% | 33.5 | \$31.33 | \$56.20 | \$127,463.57 |
| LAP GRANTS SUBTOTAL | | 929.5 | 993 | 70 | 7.0% | 81 | 8.2% | 56.2 | \$50.81 | \$54.28 | \$50,452.55 |
| MAP GRANTS SUBTOTAL | | 539.0 | 593 | 65 | 12.1% | 37 | 6.2% | 54.5 | \$51.11 | \$56.23 | \$30,309.35 |
| MINI GRANTS SUBTOTAL | | 3,446.0 | 5,422 | 4,721 | 87.1% | 9 | 0.2% | 38.1 | \$35.04 | \$55.13 | \$189,994.04 |
| SEP GRANTS SUBTOTAL | | 3,060.0 | 6,900 | 298 | 4.3% | 2 | 0.0% | 26.6 | \$23.05 | \$51.98 | \$159,054.70 |
| TLEP GRANTS SUBTOTAL | | 279.0 | 188 | 68 | 36.2% | 3 | 1.6% | 89.0 | \$62.21 | \$41.92 | \$11,696.00 |
| AGENCIES WITH MULTIPLE GRANTS TOTAL | | 10,521.5 | 18,164 | 8,477 | 46.7% | 143 | 0.8% | 34.8 | \$31.32 | \$54.08 | \$568,970.21 |

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

IMaGE – Integrated Mini-Grant Enforcement Program

LAP – Local Alcohol Program

MAP – Mini-Grant Alcohol Program

MINI – Holiday Campaign Mini-Grant

SEP – Speed Enforcement Program

TLEP – Traffic Law Enforcement Program

TABLE 15: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-----------------------------|----------------|-----------------|--|---------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|----------------|
| Grant Type | # Patrol Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Restraint Violations | DUI Arrests | % DUI Arrests | | | | |
| REGULAR GRANTS TOTAL | 14,625.0 | 23,700 | 9,641 | 40.7% | 411 | 1.7% | 37.0 | \$33.00 | \$53.47 | \$782,009.58 |
| MINI GRANTS TOTAL | 5,257.5 | 8,150 | 6,532 | 80.1% | 35 | 0.4% | 38.7 | \$32.93 | \$51.05 | \$268,369.20 |
| ILLINOIS STATE POLICE TOTAL | 5,268.5 | 10,719 | 7,378 | 68.8% | 100 | 0.9% | 29.5 | \$33.52 | \$68.20 | \$359,304.52 |
| GRAND TOTAL | 25,151.0 | 42,569 | 23,551 | 55.3% | 546 | 1.3% | 35.4 | \$33.12 | \$56.05 | \$1,409,683.30 |

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

